DARK PSYCHOLOGY AND MANIPULATION

3 IN 1:

IMPROVE YOUR LIFE BY SPEED READING PEOPLE AND ANALYZE BODY LANGUAGE, INFLUENCE HUMAN BEHAVIOR THROUGH NLP, MIND CONTROL METHODS AND DARK PSYCHOLOGY SECRETS

J.R. SMITH

HOW TO INFLUENCE PEOPLE

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NLP DARK PSYCHOLOGY

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DARK PSYCHOLOGY SECRET

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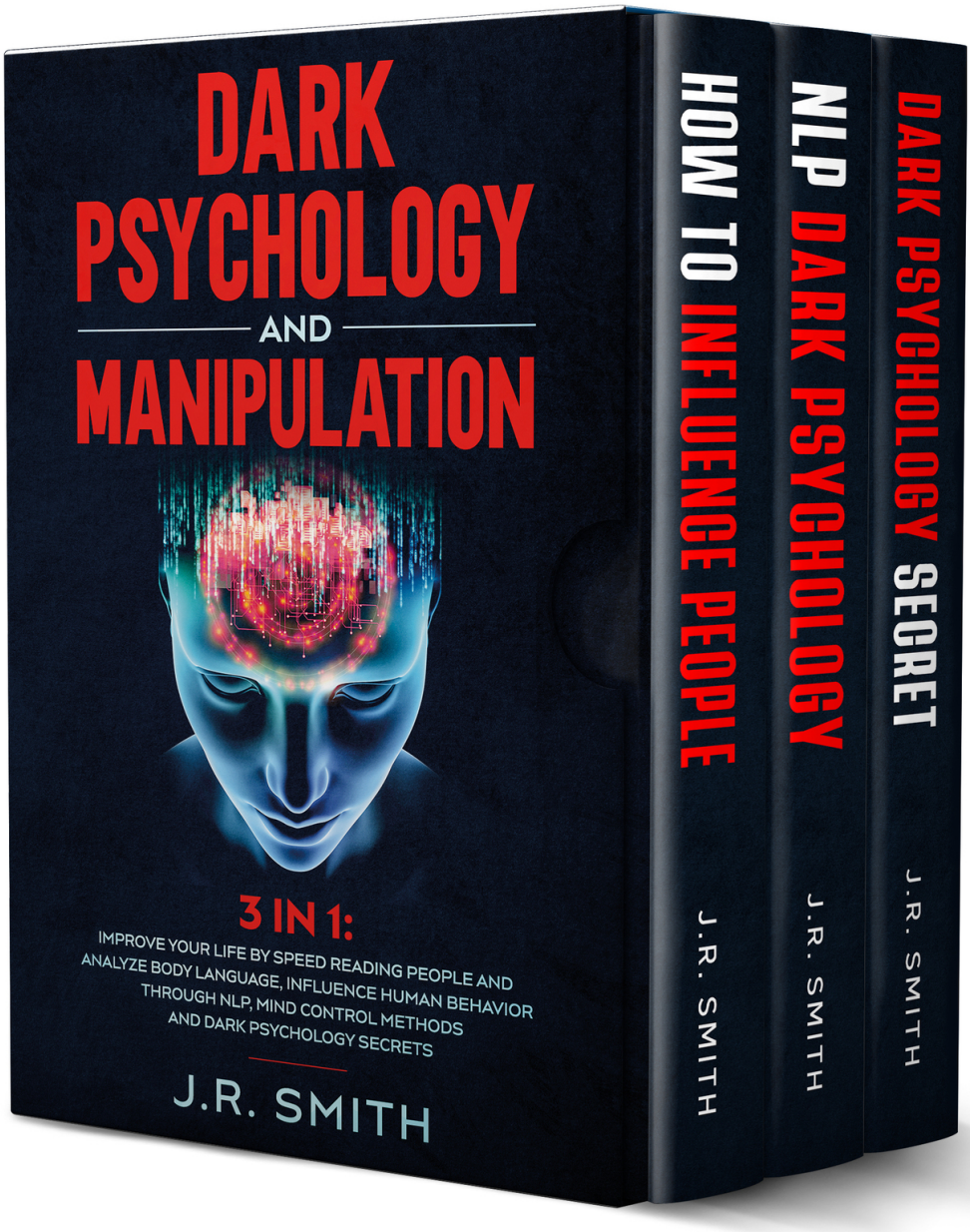
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Dark Psychology and Manipulation

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Improve your life by Speed Reading People and Analyze Body Language, Influence Human Behavior Through Nlp, Mind Control Methods and Dark Psychology Secrets

J.R. Smith

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How to Influence People

A Guide to Develop Mind Control Techniques, Learn how to Win Friends and Influence Other People, Discover the Secret to Defend Yourself from Brainwashing and Deception

J.R. Smith

Introduction

Most of us want to influence people around us and beyond. Influencing people may have appeared as a forte reserved for some people but the entry of this book will systematically guide you. In a highly structured and informative manner, the reader is introduced to the principles of persuasion, the difference between influence and manipulation as well as the tools and techniques used to influence. A reader is walked through how the environment impacts brain development to help appreciate why some people may be vulnerable to manipulation while others are good influencers. Since manipulation and influence relates to interacting with people, the environment plays a significant role in how one navigates manipulation as well as influence. As expected, the book underscores the role of communication skills in accomplishing influence.

Additionally, the book explores what constitutes empathy and its critical role in communicating effectively. The other interesting area that the author explores is providing tips to help people become a better friend, a better parent, better partner, better businessman or women, outlining the beliefs or mental habits that one person should cultivate to use successful negotiation methods in daily life situations. Another topic that most people will find useful concerns ways of exerting influence on dating and relationships, exerting influence in friendship, and exerting influence in parenting. Most of us want to exert influence at the workplace, which can increase our life chances, and for this reason; the author dedicated an entire chapter to help the reader learn ways of exerting influence at the workplace.

Chapter 1: The principles of persuasion

Most people would wish to influence others. Influence is the least cost and yet effective ways to make masses of people obey your wishes where the wishes are meant to mutually benefit all. Influence can be inborn or learned as a skill or both. Think of wooing voters without having to spend significant sums of money to sway them. Imagine a situation where you sway the management to buy into your ideas and drop their hardline stance. While all these appear reserved for certain people, it is possible to accomplish influence by exploring and integrating the Robert Cialdini principles of influence.

Reciprocity

The fundamental principle of influence is to simply grant that which you want to receive. In other terms, doing right by others is a great way to make them return that favor. The principle of reciprocity is a potent one. Reciprocity can be expressed in multiple ways such as giving others small gifts, doing favors for those in need, and treating others with respect and are all things that can earn you points with other individuals. For this reason, a recommended approach is to always help others and remain kind when they have an opportunity, as there is likelihood that you will need their help in the future. It is these small acts of kindness that will be remembered and become useful when one needs a favor.

Consistency

Regarding the principle of consistency, it is anchored on the power of active and voluntary commitments that leads to people abiding by their word. For this reason, let us explore these requirements in a detailed manner. The first aspect is an active commitment and by active it implies that something that is written or spoken to other people. The start of persuasion is making people say that they will do a particular thing. When an individual commits to something then they are much more likely to follow through. The next step is to make the declaration public. If other people witness the commitment, then the level of accountability is likely to be enhanced and in most cases, no one wants to retract. Lastly, the commitment has to be voluntary because if you force someone to make an active and public

commitment that they did not decide on themselves then you will have accomplished nothing.

Social proof

We rely on social cues from others on how to think, feel and act in different situations. Peers lead in an exhibition of social proof among the general population. Social proof then refers to a person depending on social cues from others on how to think, act and feel in different situations. Against this backdrop, one is likely to use a particular intern in their department to influence other interns by first orienting the selected intern to ideal attributes. When other interns see another employee like themselves, they are likely to mimic or adapt to that behavior. It is thus important to get one of the target people to exhibit the desired action or attributes to influence the others.

Liking

Most people prefer those individuals that like them or who view them as friends. Although simple, this is a powerful concept. We can use the principle of liking in several ways. First, one can find common ground with the individuals he or she meets. If one can connect with such people on their interests or hobbies then one will have promising ground to start from. One should be observant of people to notice any clues that may make one discover shared understanding. The second means of inviting the liking of another person is to make genuine praise. Praise that is exaggerated is considered a flatter and somehow dishonest. However, paying compliments and being charming can help one build a positive rapport with other people. One mustn't overdo paying compliments. For emphasis, the praise accorded to the target individual should be genuine.

Authority

If people perceive you as an authority in an area then they are likely to defer to you. Most people consider experts as capable of giving shorter but effective approaches to complex issues that would see other people take longer to accomplish. Against this backdrop, one should seek to establish the credibility of authority and expertise before seeking to influence the target masses. Most people miss this window of opportunity since they

assume that others will notice their expertise automatically. For this reason, you should explicitly make the target audience aware of your expertise. Authority can be established in several ways. For instance, make all your academic credentials and awards visible to your target audience. Authority can be established by making short anecdotes as well as background information shared in casual conversations. For emphasis, your expertise is not always a known quantity and one should convey it when the chance presents.

Scarcity

Expectedly, people value what is rare or scarce. Nothing strange as this perfectly satisfies the law of supply and demand because as things become scarce, they become more valuable to others. The principle of scarcity can be applied to convince others. One approach is to make offers limited-time, limit supply, or one-time with creates a perception of scarcity. How one presents such opportunities counts in that if one focuses more on loss language then the message becomes more potent. Then there is the exclusivity approach which concerns granting access to services, information, or other items to a limited set of people elucidating a sense of exclusiveness. The goal is to get the target audience to translate all these as a favor extended to them or that you are valuing them more than others. If one combines all of the above approaches then his or her powers of influence will significantly increase.

Illustrations

When one goes beyond the expectations when dealing with another person then the person is offering more than needed. Human beings are rational and will promptly notice that they have been given more care or service than should be the norm. By offering more than expected, you are taking the lead of the current and future interactions with the target person. Most human beings have learned to offer back in equal measure when they get extra care and concern from others. The overall aim of the principle of reciprocity is that it makes the other person feel that they owe you for what you did to them even when not asking for it. By being generous with empathy, concern and physical gifts you are chaining the target person to concede more in future interactions. Through reciprocity, you build trust and propagate the relationship.

Regarding, the principle of scarcity, people are drawn to that which is difficult to find as it is considered rare, exclusive and unique. Scarcity motivates an individual to make the best use of the limited opportunity. Have you ever wondered why most politicians will maintain their presence minimum even when they have no justification to appear briefly? The reason for this is that scarcity makes the target entertain the perception that the individual is highly valued and his or her appearance should be appreciated. All these developments increase the eagerness to listen and believe the politician. On a personal level, if your partner or spouse suddenly withdraws chances are that you are likely to want to feel their presence more. The art of limiting your availability helps enhance your value as a person as well as your opinions and a good influencer creates the perception that he or she is highly sought after.

For the principle of authority, people tend to coalesce around figures of authority and this is the primary motivation for using celebrities to endorse products. Companies spend significantly to get a celebrity or a recognizable sporting personality to endorse their product because the target masses view the celebrity as an authority in that domain. In formal contexts, figures of authority may include accomplished engineers, doctors, and journalists whose opinion is seen being the most applicable option. Fortunately, the principle of authority allows any person to create the perception of authority and get the target audience actively listening and implementing what he or she says. As indicated, one should start by making the audience aware of your credentials to enhance your credibility. One can also use memorization to make the audience feel that the individual is well furnished with the target area.

Relatedly, ensuring that you are consistent is important as it helps carve out the image that you are aware of yourself and are principled. No one would want to follow an individual that switches sides during an argument or a crisis. People appreciate consistent people and are likely to believe them even when earlier on they dismissed such people. There are chances that you voted for a political candidate that appeared to have a stand even there were sufficient factors to make you reconsider your views. Take a look at most adverts of a particular product; they try to maintain consistency concerning the utility that the product provides to the end consumer. For instance, try to review the adverts about Dettol soap and you will realize

consistent is sustained. The other benefit of creating consistency is that it makes your target audience associate specific values with you even in contexts where you are not present.

Then there is the principle of consensus and a leader that allows for compromise can illustrate this. Chances are that you find a leader that is willing to strike a middle ground during conflicts as an understanding and humane leader. Compromise helps create the impression that one is understanding and can relate to how you are feeling. People tend to find persons that exhibit ideal human qualities such as empathy as honest.

Chapter 2: Difference between influence and manipulation

Expectedly, the influence that is misused for selfish gains qualifies to be manipulation. Manipulation is the deliberate application of influence for your gain at the expense of others while influence seeks to promote greater good by helping herd people in a particular direction. For instance, if you want people to drop certain cultural practices that are retrogressive then you will employ tactics that will make them believe your views. However, if you use the stated techniques to convince people to make them unknowingly help you attain your interests then that is manipulation. Overall, the primary difference between influence and manipulation is the motivation for convincing people.

Illustration

What is its influence?

Assume that Brian is at a restaurant with friends and after finishing the meal, he pays the bill for everyone without asking anyone to do it. Assume that Brian does this a couple of times. The next time Brian and friends go to a restaurant again, someone else foots the bill without asking others to chip in. In this manner, Brian has influenced others to follow his habit even though nonverbally.

What is manipulation?

Again, assume that Brian is at a restaurant with friends and just before the bill is brought, Brian pretends to be checking his pockets and says that he forgot his wallet. Brian does this a couple of times and no one asks Brian to foot the bill anymore. In this manner, Brian manipulated his friends to stop considering asking him to foot the bill.

For this context, the negative influence is manipulation. It is possible to influence people to do something that will harm or negatively affect them. For instance, you can influence your colleagues to elect a workplace leader who is ineffective because you dislike the company. In this case, your hatred for the organization has made you employ techniques of persuasion

to make your colleagues elect an individual that will not perform to expectations. You have driven people to make a decision that will negatively affect their future at the organization just to satisfy your dislike of the organization. The rest of your colleagues are unaware that you were not genuine when urging them to vote in the current leader.

Additionally, with manipulation one is aggressive and will not allow the persuasion to develop gradually because of selfish intent. Influence is genuine and one is likely to allow it to manifest naturally but with manipulation, one wants to exploit the slim chance to realize selfish interests. For instance, a manipulator will exploit the fact that there is going to be a change in leadership at the organization and advance his influence to make workers vote in the least deserving leader. The motivation for influencing others to make an unwise decision is to ensure that the organization has little chance of getting effective feedback about the welfare of the employees and eventually face a mass exodus of resignations.

Relatedly, manipulation depends significantly on reading and exploiting body language while influence relies more on verbal cues of communication. For one to effectively manipulate people, he or she has to evoke appropriate facial expressions, tone of voice, posture, eye contact, and paralinguistic techniques. In other terms, manipulation requires timing for it to succeed while influence is less restricted and verbal cues of communication are enough to accomplish persuasion.

Unlike influence, a person manipulating others will feel dishonest and selfish if others found that he or she deliberately persuaded them. While both influence and manipulation may be subtle, a manipulator fears being exposed. A person seeking to influence others is comfortable should he or she be exposed since the persuasion is meant for mutual wellbeing of those affected. Unlike a person seeking to influence, a manipulator continuously seeks to sustain the status quo once he or she manages to control the target people.

Additionally, an influencer seeks to sway each person in the target audience whereas a manipulator focuses on simply attaining the selfish goal through persuasion. When manipulating people the intention is to simply attain your

target goal and not to persuade each of the affected people. For this reason, once the manipulator feels that his or her plan is on track then the individual will not consider other people that are not impacted by the manipulation. A manipulator tends to get interested only in individuals capable of exposing the selfish intent of the manipulator and for this reason; a manipulator differentiates the audience to manage it. On the other hand, an influencer seeks to win everybody to his or her side and is not scared of dissenting voices.

One can also view manipulation as seeking to make the job of the manipulator easier while making the affected job harder. In some circumstances, a manipulator exploits others to enable him or she has an easy time while the affected people face difficulties executing their mandate. In such circumstances, manipulation seeks to dim the performance of others while elevating the perpetrator's performance. A manipulator in this context seeks to attract all the attention to his or her direction and exhibits sadistic attributes.

More illustration

Think of a student leader that breaks the code of conduct in a university. The student leader knows that he or she will face the disciplinary committee with the possibility of being suspended or expelled from the learning institution. However, the student leader understands that he or she commands significant support among the students and a section of the staff at the learning institution. The student leader then chooses to exploit the fact that a lot of students and a section of the staff will listen and believe his assertions and whips up the emotion of students and some of the staff. All these developments help precipitate a crisis at the learning institution making it difficult for the administration of the university to hold the student leader accountable for the violation of the code of conduct. In this case, the student leader is a manipulator. A manipulator avoids accountability when cornered and instead prefers to precipitate a crisis.

Now assume that the student leader is exposed as having used his influence among the students and a section of the staff to shield himself from disciplinary action. Chances are that the student leader would feel like a fraud and the affected would feel used for selfish gains. Again, the student leader cared not for anyone except for his interests a high likelihood. For

instance, the student leader cared not for the implication if some students are let go without accounting for their misbehavior at the institution.
Another illustration of manipulation concerns the case of Alex who loathes the administration of his organization and yearns to make them feel cornered. Even though Alex puts on a face of a composed and disciplined employee, he is not. It happens that one unfortunate day, one of the workers is attacked by the security dogs in the compound of the organization. Alex then sees a rare opportunity to turn the workers against the management. So Alex whips up the emotion of employees and makes them feel that they are insecure and their welfare not adequately taken care of. The colleagues of Alex innocently believe that Alex's views are genuine and meant to help elevate their safety at precincts of the organization. From this illustration, Alex is a manipulator who takes advantage of an emotive situation to accomplish his interests devoid of the interests of the majority.

Again, Alex most likely cared not for the welfare of others but only his. Alex is not bothered about the reputation or longevity of the organization and its impact on the workers. In other words, if the organization was forced to suspend operations and laid-off workers then Alex would not be bothered that his colleagues are jobless. For Alex, as long his selfish interest triumphs then nothing else matters. Alex would also feel unease and ashamed if his selfish interest was exposed in all these developments.

On the other hand, influence can be demonstrated by Sharon's determination to make the community safe by having parents get actively involved in the lives of their teenagers. At first, Sharon realizes that few people are listening to her campaign to make parents more involved in the lives of their teenagers. Sharon then resorts to persuasion tactics by making the community notice her profession as a psychologist and gives them respect and attention to which they reciprocate. Sharon consistently communicates her message and campaign across the neighborhoods of the community and goes further to use one of the mothers actively involved in the life of her teenagers as an example. With time, the entire neighborhood sways to the message of Sharon. All these development indicate influence, which is the deliberate persuasion of people to align with your message and intentions for mutual gain.

Chapter 3: The tools and techniques used to influence

Conventional tools used to influence

There are various techniques and tools used to persuade people. The variety of techniques and tools employed to convince people to enable one to adjust persuasion tactics depending on the environment and the target audience. It can be argued that different tactics to influence an audience will vary depending on their age, level of education, place, ethnicity and religious affiliations. Conventional tools refer to widely acceptable methods and techniques to persuade people. These tools are conventional in that they elicit the least ethical protest on their usage. In this chapter, we are going to present the specific tools and techniques used to influence.

Logical persuading

Using this technique, one employs logic to explain what they want or believe in. Using logic to persuade is a fundamental tool to appeal to people. Logical persuading is widely practiced and is effective but it does not work for every person. In this technique, the influencer makes the target audience appreciate the suggested direction as the most reasonable, efficient and safe. Once the target audience has bought this line, they will in turn act as mini-influencers by recruiting more people to the suggested line of thought. Logical persuading is widely used by political leaders especially when seeking to unseat the incumbent. In conflict resolution, logical persuading as a technique tends to deliver.

Legitimizing

Legitimizing implies appealing to authority. Legitimizing is the least-effective technique to influence. One of the reasons for this technique is ineffective is that it takes attention away from the speaker and grants it to a recognizable authority. For this reason, appealing to authority may appear as an attempt to intimidate the audience. The second reason for this technique showing ineffectiveness is that it makes the target audience aware of the attempt to manipulate them. Consequently, the audience invokes the defense mechanism against explicit manipulation. However, legitimizing as

a technique will work for most people and can elicit quick compliance especially in the formal settings.

Exchanging

In this context, exchanging techniques entails mediating or trading for cooperation and is most efficient when it is contained. In some circumstances, exchanging or compromise is the best way to persuade an audience. A shrewd influencer will create a perception of a standoff or crisis and offer the audience compromise which elevates the liking for the influencer. The underlying principle of the exchanging as a technique is to enable the participants to feel involved and appreciated rather than be passive participants. In conflict resolution and business negotiation, exchanging as a technique is widely preferred. However, using exchanging techniques should be limited to deserving contexts lest it qualifies as manipulation.

Stating

The technique of stating asserts what you want or believe. It is one of the persuading tools and most sufficient when one is self-confident and states ideas with an imperative tone of voice. In this technique of influence, one simply makes the audience aware of what he or she wants. In some contexts such as the church and school, this technique of influence works. Concerning power relations, stating as technique works where the target audience has no negotiating power when placed against the influencer. For instance, a principal of a school informing students on the need to keep time and submit homework constitutes an application of the stating technique of influencing. Stating can cause resistance if overused. The resistance to stating, as a technique is that it can create the impression that the rest of the audience is expected to align with the influencer and that they do not have the freedom to differ.

Socializing

The technique of socializing concerns getting to know the other person and being open and friendly. It is about finding common ground. Socializing involves complimenting people and making them feel good about themselves. Socializing is a critical influence on power tools and is widely

applicable across different settings. Most politicians employ socializing by reducing themselves to the routine life of their voters which makes them relatable and believable. Ever thought why most political candidates during campaigns freely interact with the common man and even ride bicycles? The reason for this is that they are trying to socialize by appearing open and friendly.

Appealing to the relationship

The technique of appealing to relationship involves cooperating with people that you already know well premised on the length and strength of the actual relationships. The appealing to the relationship as a technique to influence is among the most effective persuasion tools. Creating a relationship enables to create a lasting influence as the participants feel that they owe the influence of cooperation and reciprocation. Think of why teachers invest significant mental energy in helping a connection with students. The reason for investing in a relationship is that the target individual readily accepts the persuasion as he or she imagines that the interaction is mutual and considerate of the welfare of the affected person.

Consulting

Stimulating or engaging people by asking questions constitutes a consulting technique. The consulting technique requires involving people in the solution or problem. The technique functions well with sharp and self-confident people that have a strong urge to devote ideas. People are likely to cooperate if they are made to feel that they matter and this is the logic behind consulting as a technique to influence. At the school level, the school administration will always involve student leaders even when it is clear that the school administration will not budge even if the student leaders disagree. The practice of involving the target audience helps lower resistance and enhances cooperation.

Building alliance

Alliance building involves creating formations to help impact other people through peer pressure or herd mentality. Even though alliance building is not invoked often, in some circumstances it is the most effective tool. For instance, most political contexts may invoke building alliances as a tool to

influence. The other benefit of building alliances is that it allows one to have a sort of backup to the attempts to influence. The members of the alliance that you built will carry the burden of your influence which helps spread the persuasion as well as shield you should the target audience get dissatisfied with your efforts.

Appealing to values

The technique of making an emotional appeal involves invoking what people celebrate, respect and adhere to as a society or community. For instance, spiritual leaders will draw attention to values that build up the specific religion and to which the congregation identifies with. As such, the audience will quickly understand the authority and power wielded by the spiritual leader. A politician will appeal to the dominant religious, cultural and national values that the country identifies with which helps charm the audience. An idealist will make an emotional appeal to the audience to desire the envisioned perfect society. Business leaders may make an emotional appeal by drawing the attention of the audience to environmental degradation and influence the audience to embrace green technology products.

Modeling

In this technique, one behaves in a manner that he or she wants others to behave. Modeling as a means to influence can be accomplished by teaching, coaching, mentoring, and counseling. The benefit of modeling is that the audience is largely unaware that they are being guided to align with the wishes of the speaker. Leaders, parents, managers, and public figures influence others via modeling all the time. For instance, if your mothers show you how to dress by dressing well then she is setting the example and in the process influencing. On the other hand, you are unknowingly trying to be like your mother not knowing that your mother intentionally sought to influence you.

Controversial influencing tactics

The controversial techniques to influence include avoidance, manipulation, intimidation, and issuing threats. These techniques are treated as negative because they deny the target audience the legitimate right to speak their

will. The target audience is forced to adhere to something as opposed to their best interests. Think of your school days, or the experience when you were arrested and locked in a police cell. There are instances where the controversial influence tactics may work such as a prosecutor seeking the cooperation of the accused or where a teacher wants to quickly restore order in the school and prevent chaos. Controversial influencing tactics should be used in moderation and in extreme circumstances such as averting chaos.

Avoiding

Avoidance entails forcing others to act and in most cases opposed to their best interests by dodging accountability or dispute. In this technique, rather than individual leading others to confront their challenges, he or she selectively approach the issue to elicit the highest level of cooperation. For this reason, avoidance as a technique buries any issue that can disrupt the status quo of society and focuses on what the author finds satisfying. In a way, avoidance is related to appeasing where emotive issues are overlooked and the influencer concentrates on what people desire to hear.

Manipulating

In manipulation, one seeks to influence through deceit, lies, swindles, and hoaxes. Hiding your real intention or deliberately withholding information others need to arrive at the right conclusion is manipulation. In manipulation, the individual seeks to use the masses to accomplish selfish gains at the expense of others. Bullies and tyrants prefer intimidation.

Threatening

Issuing threats lest they comply and making examples of some people so others understand that the threats are real. Issuing threats is widely used by tyrants and dictators. In most cases, threats help attain short-term compliance but in the absence of close supervision, the target individuals quickly let go of the modified behavior and perceptions. Think of your early school days, there are chances that you were issued with threats that made you and others readily comply but as soon as you realized that, you can navigate the consequences the threats no longer counted.

In some cases, managers or supervisors may issue threats, especially where the employees are resisting change. A supervisor may threaten employees that those that do not learn to use the new system may face forced early retirement. In this context, the employees will buy into the recommendations of the supervisor due to the potency of the threats issued.

Sanctions

Through this technique, the individual issues sanctions, which are well-calculated restrictions that create uneasiness on the target. Sanctions force the affected person to feel emotional, social, personal and economic pressure to which the person blames himself or herself. Sanctions may involve influencer banning or making it difficult for others to transact with you. At the global stage, economic sanctions help exert control over the targeted country. If a country receives sanctions then it is deliberately denied trade partners which elevate negative publicity of the country. A real-life example is how the United States uses sanctions to contain other emerging economic powers that do not cooperate with the United States.

Information control

Filtering information can elevate one over others. Multiple contexts make people desperate for information. It is one reason why media houses wield influence. However, when practicing information control, it is necessary to uphold consistency. The other effect of information control is that it makes the individual be perceived as being connected, knowledgeable and powerful which enhances the influence that he or she wields. Due to the proliferation of social media, withholding information may not always work as people can still access the much-needed information from independent influencers.

Image management

In this context, image management includes the character, personality, grooming and diction of an individual. Your style and consistency of dressing affect how people perceive you. Additionally, a certain form of dressing may communicate nonconformity or gentleness. Similarly, the choice of words by a person will determine the reception and reaction of the target audience. Our character may make us find it easier or difficult to

influence others. Concerning personality, our personality rarely changes compared to character. For this reason, one should define their personality and use the patch up the shortcomings when attempting to influence.

Chapter 4: Explain how the environment affects our brain development

The environment entails people, physical surroundings, culture, and societal order prevalent around an individual. The personality, presence, and character of people around a child affect the brain development of the child. The state of the physical surroundings in terms of quality of air, water, and aesthetics impacts the development of a child. The culture that one is raised in will also affect brain development as well as the societal order.

First, growing up in institutional care may qualify as a deprived environment and affects brain development. Institutional care is linked to brain deficits. A deprived environment implies that one misses out on certain psychological, physical and societal aspects of life. Children raised in institutional care are likely to lack adequate caregiver personal attention such as touch and play. All these developments affect the growth of the baby. The institutional environment is likely to lack the natural variance of factors that are an inherent presence in homes such as attention from other family members, access to different adults and changing sites for care such as the lawn, rooms and uninterrupted floor space for a baby.

Additionally, higher parental educational and economic statuses can enhance the brain development of a child, especially concerning learning and memory. Children that grow up in an environment of abundance are likely to have good nutritional options, less stressing environment and adequate presence of parents in their lives. On the other hand, children that are raised in low economic status families are likely to receive care from parents juggling between several low paying jobs that are stressful. Such parents are likely to offer basic nutrition options to their children. Activities that may enhance learning and memory are more manifest with parents that possess high educational and economic status.

Relatedly, children exposed to stress and abuse show enhanced stress response. Adults with enhanced brain reactions to stressors are prone to physical and mental health problems. Correspondingly, adults that grew up in poverty exhibited high memory deficit incidences compared to others

from different economic backgrounds. Early exposure to stressors makes a child internalize reaction to stress as part of human being growth. Since these stressors are activated at the early stage of the child development in this context, the child grows up exhibiting increased stress reactions to triggers of stress. In adult life, the person may develop physical and emotional health problems linked to stressors that he or she should not.

Outside the context of the United States, culture affects brain development in different ways. For instance, some cultures restrict the diet that a child can be fed on. Little consideration may be accorded on the effect of withdrawing certain feeds given to a child. As such, certain cultural practices may deny a child the requisite nutritive minerals and vitamins necessary for healthy brain growth. Additionally, certain cultural practices bar a mother taking her child in the open and this can influence the brain development of the child. Certain cultural practices may limit the number, kind of individuals that help take care of the baby, and this may imply that a baby is stuck with an underperforming caregiver. All these developments affect the mental health of a baby especially brain development.

On the extreme, the physical environment may expose a baby to harmful chemicals such as smoke, contaminated water, contaminated food, and cigarette smoke. Lead contamination has been shown to negatively affect the brain development of babies and if one is residing in areas where the water contains lead then the baby's brain development will be affected. Similarly, a baby exposed to pollutants such as smoke may have its growth negatively impacted. Contaminated food may increase allergic reactions from a baby, which may lead to the baby missing out on the daily-recommended nutritional intake. In this manner, the physical environment can directly affect the baby.

For instance, babies that are raised in slums or projects tend to exhibit a broad spectrum of mental defects and mental health defects. First, such babies may miss out on basic healthcare such as immunization due to difficulties of the parents accessing healthcare services or due to ignorance that makes such parents shun programs such as immunization. Babies in slums tend to lack requisite nutrition, which can negatively affect their mental growth. Parents residing in slums are juggling multiple low paying

jobs, which leave little time to show parental care and play with a baby, which can affect the mental health of such a baby.

However, there are numerous causes of a baby exhibiting good brain development irrespective of the financial status of the parents. There is a possibility of parents in high-income areas not according a baby adequate attention that is necessary for the good health of the baby. Holding the baby and touching the baby is necessary for reassurance and perception of love, which ultimately affects the mental health of a baby. A parent in a high-income neighborhood that uses drugs and smokes may negatively impact the growth of her baby.

Concerning scientific evidence, several scientific articles affirm that stressful environments affect the size and quality of brain matter. These studies imply that a child born and being raised in a slum or project is likely not to realize full brain development was the child to be in an environment of abundance. The contributing factors to this development include access to nutrition choices, access to healthcare, a parent that is less stressed and access to props that enhance mental development as well as residing in less polluted areas.

While we have explored the different ways that the environment impacts brain development, it is important to remember that a significant part of brain development is determined by genetics and the health of the individual. Much of the brain development is largely mediated and moderated by genetic makeup that we inherit from our parents. Then there is the health that one has at birth and the first year, which affects brain development. Babies unfortunate to have health problems at birth are likely to exhibit brain development challenges.

Chapter 5: Communication skills improvement and influence

Communication skills refer to verbal and nonverbal competencies that make the exchange of message effective. While some people are born gifted communicators, a majority of people have to learn communication skills to enable them to accomplish a social transaction. Even for individuals that are gifted communicators, they have to learn communication skills due to the diversity of audiences. If one aspires to influence people communication skills is the critical success factor in this endeavor. A common mistake we make is to assume that we possess the requisite communication skills. Most people without adequate communication wrongly believe that they possess the requisite communication skills.

While most people acknowledge the criticality of communication skills, few commit to learn and practice communication skills. Relatedly, nonverbal communication is highly critical in communication yet widely ignored when horning communication skills. Body language, which is essentially nonverbal communication, affects the quality and quantity of communication. In this chapter, we will explore requisite communication skills and make a connection to how they can enhance one in influencing others.

Empathy

In this context, showing empathy requires one to place themselves in the position of the people. Empathy invokes emotional intelligence competencies. For one to feel like the other person, he or she should first be aware of his or her emotional status. For instance, one has to understand how anger feels and how it manifests for him or her to understand how the other person is feeling. Empathy requires that we drop our personal biases and process the message and feedback from the other person in an open-minded manner. For instance, if listening to someone from a marginalized background one should not assume that they are ignorant and lazy. If we do not drop biases and stereotypes then it will be difficult to manifest empathy.

For example, if listening to an immigrant from Syria in the United States one should not assume that all they need is security and food. If you are

interacting with such a person and you make assumptions that since the immigrant is from an Arab country then he or she is a Muslim then you are not being genuinely empathetic. Empathy requires letting the other person express their position and feelings and then taking place of the person to view the world through their lens. Perhaps a good illustration of empathy is how you felt when explaining yourself to a teacher why you came late but the teacher did not seem to share your position.

Body language

As indicated, body language is nonverbal communication and includes things like gestures, facial expressions, tone of voice, and posture among others. The biggest challenge with body language is that one has insignificant control as it largely initiated at the subconscious level of the brain. When you feel upset, you have little control over how you will react to the negative emotion. However, in this context, we are going to focus on how one can develop and employ nonverbal communication. The underpinning qualification of inclusion of nonverbal communication in communication skills is that they must align with verbal communication to make the message believable. Any contradiction between verbal and body language will portray one as acting or lying.

As such, one should try to ensure that they exhibit appropriate facial expressions and gestures when communicating. The most effective way to exhibit appropriate body language is to first internalize the message to enable evoke the appropriate emotion internally and externally. For instance, if the message of your communication bears happiness then one should first relate with the message before making a presentation. The other way of exhibiting appropriate body language is to make a mock presentation that can help you patch up on weak areas. As long as one has internalized the message then the matching emotions and body language will naturally manifest. The threats to manifesting appropriate body language include stage fright and cultural variations.

Clarity

It would surprise many that clarity of the message should occur in both verbal and nonverbal communication. Clarity of a message refers to the disambiguate-quality of communication making it easier for the masses to leave with one shared understanding. In the absence of clarity, each member

of the audience will form their interpretation of the message. Poets and novelists frequently employ mild ambiguity in their work to interpret the message as open as possible. The clarity of a message should also include ensuring that the body language meaning is widely shared by the audience. However, in conventional communication clarity is a desired attribute when communicating.

For this reason, clarity includes the quality of not being ambiguous and using diction that many easily relate to. Clarity requires also ensuring that the communication flow is logical. The introductory part should precede the body of the message and the conclusion. One should use transition words such as firstly, previously, and for emphasis to enable the audience to follow. It is also necessary to give the audience moderate content rather than overloading the audience with information. Exhibiting clarity as a skill in communication requires that the speaker gathers and acts on feedback from the audience. Apart from feedback from the audience, self-feedback is useful as it enables the speaker to adjust communication accordingly.

Friendliness

Another one of the most overlooked skills in communication is friendliness. Friendliness is the quality of not being harsh. Even though friendliness is related to politeness, it is not synonymous with politeness. A friendly person is approachable even though the individual may not necessarily get along with you. A communicator should be friendly as judged by the tone of communication and body language. The audience should not feel judged or shouted at by the contents of the message or the speaker.

While we insist on exhibiting friendliness concerning the tone and content of the message in an exchange, it does not imply avoiding emotive issues. Friendliness may also include being considerate and sensitive to how others feel or react to a certain message. Friendliness will manifest with a genuine smile and measured gestures and facial expressions when invoking body language. The choice of words largely impacts on how the audience finds you friendly or hostile. There are cases where a speaker intended to sound friendly but his choice of words portrayed him on the contrary.

Respect

As part of communication skills, one should communicate in a manner that upholds and encourages respect. If people feel insulted or despised then this will make them switch off from active listening. Against this backdrop, a speaker should ensure that he is fully knowledgeable of the rich diversity of the audience. For instance, diversity includes attributes such as sex, gender, culture, ethnicity, socioeconomic status, and age. A man talking about an issue that affects women has to be considerate about how women view the issue. On the other hand, talking about the minority could be a sensitive issue especially where the main speaker is from the majority.

Relatedly, exhibiting respect in communication covers making appropriate and acceptable jokes and avoiding making jokes where one is unsure of the reaction of the audience. For instance, one should avoid making jokes about sexuality where intersex members exist in the audience. The gestures, facial expressions, and posture that a speaker exhibits may also communicate disdain or respect and the body language of the speaker should be respectful. When it comes to respecting, it is usually reciprocated which implies that showing respect to the audience through verbal communication and body language will motivate them to return the favor.

Coherence

In this context, coherence refers to the connectedness of the content and presentation. Even though one is free to start and interrupt a presentation, the content should be connected and with a clear flow of ideas. While speaking or pausing, a speaker should maintain the systematic development of the main idea of the message. Coherence requires that one stick to best practices when writing an essay such as having an introductory segment, building main points, and making a conclusion. One should make topical sentences and support them with evidence and examples. The use of transition words can help the audience make a connection between one segment of the presentation and the other.

In this manner, coherence is related to logic and rationality. When making a presentation avoid overloading the audience with information as this distorts the coherence of the presentation. The likelihood of weakness when it comes to coherence is likely to manifest when one pauses to make a light moment or allow questions from the audience. Questions from the audience

should be related to the flow of the presentation to avoid making numerous diversionary comments.

Completeness

Notably, completeness as a skill concerns making communication that has an identifiable beginning and end and packed with the expected content. Using full sentences is one way of helping develop completeness in communication. One should provide all the relevant details when making communication. An example of completeness is when talks of gender and makes a distinction of gender and sex which helps make the audience full contextualize what is being defined. Completeness of information helps minimize questions and ambiguity. Expectedly, completeness as a skill in communication requires that one adequately prepare for the presentation.

Conciseness

The quality of being concise constitutes making the content of the message and coding as brief as possible without distorting the intended meaning. Conciseness does not mean summarizing information but presenting just what is needed. For this reason, conciseness leaves out verbosity as well as the use of jargon unless necessary. The aim of conciseness as the quality is to make the information easily understandable and memorable. Conciseness is highly desired for audiences with a language barrier and with older members. Itemizing the contents of the message as well as using transition phrases can help enhance the conciseness of a message.

Chapter 6: How to use empathy for better communication and influence other people

Empathy concerns placing oneself in the position of the other person and feeling how the other individual feels. As indicated, empathy requires that one first exhibit emotional awareness and emotional intelligence competencies. You can only understand the emotions are feeling if you first understand what those emotions are. Emotional intelligence deals with the capacity of an individual to understand and manage their own emotions including the ability to acknowledge and handle those of others. Some individuals inadvertently manage to relate with others immediately which allows them to feel special. It has been demonstrated that emotional intelligence is more useful than intellect and emotional intelligence can be improved well into later life through supportive coaching.

A humane speaker

Showing empathy can make one appear as listening and considerate. People find people that show care and concern highly relatable and real. If you exhibit empathy by showing an appropriate emotional reaction, body language and diction then the other individual will feel that he or she is being valued. If one does not feel valued then he or she is likely to abruptly end the conversation. A better illustration of this will require you to watch any episode of the TV series The Big Bang Theory and focus on Sheldon Palmer's character. One thing you will easily notice is that Sheldon Palmer's character appears insensitive to the feelings of others and this makes others feel misunderstood and undervalued which forces them to abruptly end the conversation. A person that exhibits empathy is likely to be relatable and believable to the target audience.

An influencer should use empathy to make the audience feel that he or she is humane and care for the audience's emotional needs. Through empathy, an influencer will manage to present himself as a friend of the target audience. Politicians understand the power of empathy and will always present themselves as caring and listening during the campaign period. While people have other needs, they prioritize the need to be understood and valued above others and this because it makes them feel that they are

human beings and deserve dignity. Even though occasionally we need the bare facts and brutal truth, we largely value people that speak to us with care and concern.

Overcoming cultural barriers

In the contemporary world that is increasingly diverse, cultural barriers are inevitable. Cultural barriers negatively affect effective communication as well as the intended persuasion of the audience. Fortunately, a speaker can use body language and also read the body language of the other person to exhibit empathy. Empathy can help overcome cultural barriers, especially where one of the groups feels that the other does not comprehend how the minority one feels. Think of a Caucasian American showing appropriate emotions when talking about homicides in the African American community. Chances are that the target audience will find the speaker humane, relatable and understanding.

Cultural barriers manifest when the message and the coding, whether verbally or nonverbally, varies significantly across different ethnicities. In this context, cultural barriers include religious affiliations. The cultural barriers are likely to be compounded with diction, which can make the audience feel disenfranchised. Fortunately, empathy allows the speaker to invoke body language to show appropriate emotions and bridge this cultural barrier. The audience is likely to understand the efforts of the speaker and process the message as envisioned by the speaker. When attempting to influence in the context of cultural barriers one should focus more on the tone of voice, facial expressions, gestures, and postures to compensate for the gap in relating to the audience verbally.

Overcoming language barriers

Relatedly to cultural barriers, language barriers will affect effective communication and ultimately degrade persuasion. Language barriers include the inability of two people to decode the message verbally, and decreased ability to understand the message due to the language used to code the message. There are some contexts where the language barrier is unavoidable especially in multicultural social events. In these settings, people may be non-fluent speakers of a particular language and will struggle to grasp the intended meaning. A speaker that relies entirely on

verbal communication will not manage to communicate and influence the audience.

As indicated, the speaker can salvage the situation by exhibiting empathy. The speaker should use the appropriate tone of voice when communicating to help all the members of the audience relate.

Overcoming emotional barriers

Emotions affect the way we process a message as well as the way we react to a message. Emotions are largely a learned function in that we manifest particular emotions depending on our past experiences and expectations. For instance, through past experiences, we learned that attaining high scores signals more opportunities and for this reason, we will show positive emotions when we manage to get on the list. On the contrary, we will show frustrations when fail to score the highest or expected scores. Emotions are complex in that we rarely have control of how and when they manifest. When attempting to influence, your emotions and those of the target will affect the effectiveness of the message.

Fortunately, through empathy, we can make it easier to defuse emotional reactions. For instance, by showing that you share the emotions of the other person the individual may quickly and safely process the emotions. Think of an individual that is angry but you show that you understand why he or she is feeling this way. Chances are that the individual is likely to quickly defuse the intense emotions and unblock the mind for listening. Through empathy, we avoid judging the person as emotional or unstable. A good influencer will exploit an emotional moment to project himself or herself as considerate and patient, which will win the person. The other advantage of accommodating the emotions of the other person is that the individual propagates the communication to others expanding the scope of influence.

Aligning verbal and nonverbal communication

Often, verbal and nonverbal communication contradicts each other, which distorts the message. The contradiction between verbal communication occurs when oral communication does not align with the body language of the individual. For instance, if you say you are feeling peaceful but your facial expressions and posture suggest panic and uneasiness then you will

appear like you are being dishonest. Any contradiction between verbal communication and nonverbal communication will make one less believable when interacting with the target audience. There are several ways to correct the contradiction between verbal communication and body language and one of them is exhibiting empathy.

Against this backdrop, empathizing with the audience can make them harmonize the gap between verbal communication and body language. As indicated, empathy requires that takes the position of the other person and processes their feelings. Through learning to exhibit genuine emotions one will likely exhibit matching body language which will enhance verbal and nonverbal communication. Assume that you are talking about ethnic profiling and you take time to feel like a victim of the vice. Chances are that you are likely to exhibit appropriate facial expressions, postures, and tone of voice, which will make it easier for effective communication and set the stage of convincing the target audience.

Enhanced timing when communicating

Communication relies on appropriate timing. While communication is continuous concerning body language, verbal communication depends on timing. For instance, you will pause or take a break if the feedback from the audience indicates that the audience is feeling tired. The reason you are stopping or taking a break is that you have empathized with the audience. Empathizing with the audience implied that you share how they feel and are considering their physiological and emotional needs. For this reason, empathy contributes significantly to timing in communication. Without timing, making communication effective especially verbal communication would be difficult.

In other terms, empathy enables the communicator to understand when to take a break, when to unleash information, and when to allow the audience to participate. All these are possible because empathy requires that the speaker occasionally takes the viewpoint of the audience. For this reason, the speaker genuinely understands the exhaustion and emotions of the audience. Concerning influencing, empathy improves the timing of delivery of communication and eventually influence. Overall, empathy makes the speaker relatable and is perceived as caring.

Chapter 7: Tips to help people become a better friend, a better parent, a better partner, better businessman or women, outlining the beliefs or mental habits that one person should cultivate to use successful negotiation methods in daily life situations.

Becoming a partner person requires exhibiting certain attributes that we shall underline.

Becoming a better friend

In this context, a friend is a person that one can relate and feels comfortable opening up even when the individual is not related to you by blood. Becoming a great friend requires that one acts in a considerate manner. For this reason, one should empathize with others by feeling the way they feel. Your colleagues will find you a listening and understandable person if you share how they feel. For instance, you will understand why a friend acts in the manner he does if you share their emotions. An example is a colleague who seems absent-minded because she has received a retrenchment letter. If you react by showing mild shock and hugging the colleague, it will portray you as a caring person.

Relatedly, you should be involved in the life of your friend to make him or her feel that you value him or her. Each one of us wants to feel valued and especially if it is a friend making us feel treasured. The other way of making someone feel valued is to ask them how they are feeling. We often ignore probing the status and welfare of our colleagues because we assume if they are smiling, they are okay. However, our friends do appreciate it when we go out of our way to prove their status. It shows that we are involved in and care about their welfare. Being regarded as caring indicates that one is shelving their interests to accommodate others.

As such, a good friend must first understand their emotions. Drawing from emotional intelligent competencies, one should be self-aware of their feelings. Without understanding your emotions, you will have difficulties

safely projecting those emotions and enabling your colleagues to read them. The mistake most people make is to assume that they are the only ones that should exhibit considerations. It is important to assert oneself and enable the other person to understand your feelings and beliefs. If you do not make your feelings known then you will feel used by your friends. A good friend makes his status known to enable others to adjust.

Becoming a better parent

Parenting involves a lot but for this context, parenting entails providing emotional, economical, personal and spiritual needs to a child until the child shows partial to full independence. Predictably, the role of parenting is wide and this elicits challenges of exhaustion, frustration, and uncertainty. Even for the most prepared parent, parenting is a challenge as each child shows unique character and personality that may take time to read and manage. In most cases parents especially new parents have to rely on varying views from friends and online searches regarding parenting. We are going to offer tips on how to enhance parenting.

Firstly, a parent should be seen as listening. For this reason, when a parent demonstrates that he or she is listening by nodding, eye contact and reflecting than the child will feel that the parent is interested in their lives. Children like any human being want to feel that someone is listening to what they are trying to say. Children require more patience and accommodation when handling them and failure to listen to them will affect them psychologically. If a child feels that the parent is a listening kind then he or she is likely to open up and confide in the parent.

Secondly, a parent should read and act on feedback provided by the child. Children give feedback either verbally or nonverbally. For instance, a child that maintains distance when speaking is likely to be feeling uncomfortable and the parent should understand this. Reading and acting on verbal and nonverbal feedback will enhance not only communication but also the value of communication. Since children are still at various developmental stages, a parent must learn to read and act on feedback provided by a parent. A parent that reads the feedback given is likely to be perceived as responsive and loving.

Becoming a better partner

Relationships require social skills and exhibiting social skills requires emotional intelligence competencies. One way of becoming a better partner is to read the body language of the other person. For instance, if your partner sits far away from you than usual then he or she is communicating that he no longer feels safe. Sitting physically far off from you than usual communicates that he or she may also be feeling temperamental and does not trust that the emotions will dissipate safely. Think of a situation where you are visibly angry and almost shaking but the other person fails to read this emotion.

Relatedly, one should be accommodative of the other partner. Accepting the preferences and weaknesses of the other partner is central to forming a lasting relationship. There is a lot of diversity within a relationship and this includes sex, gender, religion, ethnicity, and socioeconomic status. This diversity implies that partners are sensitive to certain words, remarks, gestures, and dressing. While the affected partner may seem at ease with a flattery remark regarding their sex, gender, ethnicity, and religion they might be highly offended. In relationships, one can play along with unease topics for long but they will snap at some point.

Additionally, being a good partner requires that one empathizes with how the other person feels. A common shortcoming in a relationship is that the partner’s mistake empathizing with carrying the burden of the other person. If one of the partners is angry because he lost money, it should not mean that you stop everything scheduled to attend to the emotions of the other partner. It is for this reason that some people think that listening to people is burdensome since they tend to carry the burden of the other person. However, listening to a partner simply means empathizing with them, acting sensitively, and not shouldering the burdens of your partner.

Becoming a better business person

Business involves frequent human interaction, which is the main reason for organizations investing in customer relationship management. A business has to exhibit a human face which includes engaging in numerous corporate social responsibility programs. The public expects a lot from businesses and indeed business persons. Against this backdrop, a business person is expected to be formal, friendly, and creative. In this discussion, we will

focus on aspects of being formal, creative and friendly. Unlike the general population, a business person is judged as well as his or her business. In some cases, people do not distinguish between the public and private life of a businessperson, which can make the life of a businessperson highly rehearsed and unfulfilling.

Firstly, a businessperson should be friendly to endear oneself to others and especially the customers. Using the appropriate diction and tone will help cultivate an image of a professional and friendly business and businessperson. For this reason, a businessperson should speak with a firm and calm voice to create a perception of reassurance and confidence. Diction concerns the choice of words and diction does not imply using jargon. Instead, diction concerns selecting and using words that elicit the intended meaning as well as the right emotion when addressing the audience. Think of addressing the public during a crisis, using the right words is critical for one to sound believable.

Secondly, a businessperson should show concern when dealing with others. A person should create the impression that he or she is listening. In business, customers are bound to make complaints and offer suggestions. Customers should not feel judged or intimidated or dismissed by body language and verbal communication when communicating with the public. For instance, if you listen to customer complaints without noting them down or nodding then the customer will feel that he or she is inconsequential to the business. Showing concern includes making a follow-up and personally contacting the customer when remedial measures are taken. Showing concern includes respecting the order of customer demands and acting on them accordingly.

Thirdly, a businessperson should have fidelity to his words and promises. Consistency is highly desired if one is a businessperson. For this reason, a businessperson should understand that each talk he or she has is seen as an official statement inseparable from personal and official duties. While a businessperson may want to avoid taking hard stances, showing consistency is important and for that reason, a businessperson should take a neutral position. Assuming a neutral position will enable a person to safely accommodate the diversity of his customers. However, they are instances where a business person has to take a clear stance and these include issues

regarding the environment, human life, and position of customers in the business model of the company. The position taken has to be consistent.

Mental habits of a successful negotiator

An astute negotiator takes time to perform a quick background analysis of the impasse. One cannot just start negotiating without understanding the context of the negotiation and the viewpoint taken by the feuding members. Where possible, one should determine the economic, philosophical, social and power status of the feuding partners before initiating a conversation on the standoff. Parties in a negotiation tend to invoke their philosophical, power, and social principles as well as the power distance when maintaining their hardline position. Once a skilled negotiator familiarizes with all these developments then he or she is set to initiate a meaningful conversation.
An astute negotiator needs to take charge of the process. In an impasse, each party would want to dominate the conversation, which enables them to crowd out the alternating views of the other party. A good negotiator will ensure fairness and discipline during a negotiation, which is necessary to make each party feel respected and valued. Sometimes due to intense emotions, a party in a negotiation will seek to stop further proceeding by exploiting any phrases that appear disrespectful and seek to halt and propagate the standoff. Feuding parties will use any minor indiscipline issues to validate their hard stance. A seasoned negotiator will always emphasize on the core issues that necessitated the negotiation.

As such, a good negotiator is patient. Situations that necessitate negotiation often invoke intense emotions that may touch on race, economic status, sex, gender, religion, and workload. Such issues can make it difficult to make any meaningful discussions. In most cases, a section of the feuding parties would want the standoff to continue as it brings about free time, relaxed rules, relaxed supervision and a temporarily improved power distance for the affected. For this reason, most feuding parties would not want an immediate solution even though they still need one. A seasoned negotiator should understand this and patiently navigate the standoff by achieving any little progress such as the feuding parties meeting and shaking hands.

Most importantly, a good negotiator is neutral. If one is not careful, he or she will take positions that can significantly compromise the negotiation.

Individually we have our political stand, philosophical views, religious affiliations, subscribing to a certain school of ethics, and have different beliefs of a progressive society. Without having comprehensive self-feedback and personal values, it is easy to be sucked into the feud and favor one side unknowingly. A great negotiator simply guides the conversation between the feuding parties and maintains neutrality.

Chapter 8: Influence in dating and relationships

Given chance, most people would want to exert influence in relationships but do not expertise. As earlier indicated, relationships require social skills which in turn depend significantly on emotional intelligence competencies. For emphasis, one has to first become aware of their emotions and learn to safely manifest these emotions to make it easier for others to react accordingly. If one cannot express all of their emotions then it will become difficult for others to correctly read and adjust to the status of the person. The next step is for the person to exhibit social skills such as empathy, and exerting one position during social interactions.

Against this backdrop, social skills will include the ability to persuade and impact skills in others. Communication skills and conflict management skills are part of the ways of influencing people in a relationship. If one possesses social skills concerning emotional intelligence then you will also possess leadership skills. Change management skills are integral to social skills and building rapport is another social skill applied in emotional intelligence. One should also possess collaboration and cooperation competencies to become socially skilled to increase influence in a relationship.

Firstly, improve your persuasion skills by recognizing the strengths of the other person. We all have weaknesses but we do not like being reminded about the need to improve. We tend to appreciate a person that recognizes and emphasizes our strengths. For this reason, you should recognize and underscore the positives about an individual, which does not mean overlooking the weaknesses of the person. In a relationship, most people seek acceptance and civility including care. By highlighting, the best that a person presents we will make the individual feel honored and celebrated which makes it easier to impact him or her.

Secondly, one should communicate by exhibiting astute communication skills. Learn to listen to the other person and focus your thoughts and your feelings. Make the individual understand what is you are trying to communicate by giving complete and accurate information. Part of communication skills will require that you become prepared to learn about

challenges and not just wanting to receive good news. If you are a good influencer, you will handle challenging issues directly as opposed to letting problems build up. Ensure that the message that you are packaging is appropriate and act on resultant emotional cues.

Equally important, one needs to possess and apply conflict management skills in a relationship. Conflicts are inevitable in relationships and without threshold conflict resolution skills the relationship is bound to be uncertain and burdensome. For this reason, conflicts are unavoidable and sometimes not predictable. Both at home and at work, the art of managing and resolving conflict is critical. Conflict management skills start with becoming aware of the critical tact and diplomacy and how these competencies can be applied to defuse emotive situations. A good influencer will confront disagreements and help resolve them. Most important is that conflict resolution does not involve you imposing the solution rather helping the affected parties identify the different opinions, the fears and shared understanding to craft a solution. When resolving conflicts, we should emphasize more on the logical position to create a shared understanding among the conflicting parties.

Relatedly, one needs to demonstrate leadership skills to attain effective persuasion in a relationship. In most relationships, there is a need to show the other partner the way forward and this calls for deploying leadership skills. The ability to influence requires that you align your emotions and those of others to win them over. Influence is a critical attribute of good leadership. It is often called charisma but though leadership skills involving influence go beyond charisma to match good emotional intelligence. The competencies of good leadership require you to articulate a vision to enable others to follow it. Closely related to demonstrated to leadership is the need for one to be accountable.

Expectedly, the relationship has to change and it is natural for the other partner to resist due to fear of uncertainty. A good influencer has to exhibit change management skills. Change catalysts can be effective influencers and individuals that make a change to materialize while involving everyone are widely admired. For all people concerned, change tends to create pressure partly because of the fear of the unknown. As such, good change management skills require one to make it an interesting opportunity rather

than a threat. Change catalysts acknowledge the criticality of change and eliminate barriers. The resistance to change is because it disrupts the status quo and advocates for change. Leading by example is a common attribute of change catalysts to trigger desired adjustments.

Consequently, one should build rapport. It is important to create and maintain constructive relationships with other persons. Mastering this skill will help create improved relationships and enhance the ability to work and succeed in life. Persons that are good with building bonds are great networkers, create and maintain a robust network of connections and contacts. Building a rapport involves establishing relationships to maintain it healthy. If you exhibit good rapport as a competence then you are likely to have many friends. The essence of building bonds is to value others and being interested in their lives as well as being eager to learn more about them.

In a relationship, we have to work as a team to build a shared future. Individuals with good collaboration skills will build good and productive working including relationships and some people function well with others. All these attributes are important when building social skills in emotional intelligence. People with collaborative skills will see relationships as critical as the pending task and will value people as much as they consider the activity at hand. If you have collaboration skill then you will actively cooperate, share ideas and plans, and work with others to create an improved whole. In this ideal environment, the other partner will feel inspired to contribute to the building of the joint future. If you possess the collaboration and cooperative competence then you will actively lookout for opportunities for cooperative working.

For emphasis, creating meaningful relationships with your partner can significantly lower tension and apprehension in your life. Enhancing your social support is associated with improved mental health as having reliable friends can serve as a safety net for low mood and anxiety. For some people, anxiety pushes them to avoid social situations and holds them from building relationships. If one is socially anxious and desperately wants to create friends but is reluctant then he or she is likely to seclude himself from social situations. One of the outcomes of social seclusion is that one will miss out on building upon their confidence in interacting with others.

Start by creating robust communication skills that would enhance the likelihood of successful relationships.
As suggested, the pillar to cultivating and maintain friendships is communication skills. These skills are critical when developing a strong social support network. Having communication skills will enable you to take care of your individual needs while remaining respectful of the needs of your partner. Persons are not born with good communication skills like all the other skills. We learn communication skills through trial and error as well as a consistent practice. The three significant areas for communication are assertiveness, conversation skills, and non-verbal communication. Communication has several aspects besides the one stated above such as presentation skills, managing conflict and giving feedback.

One of the often-overlooked areas in relationships is the importance and meaning of body language. Nonverbal communication constitutes a large part of what we communicate. In practice, what your body language speaks is more powerful than what you verbalize. If you feel anxious you will act in ways that are intended to avoid communicating with others. An example is when you avoid eye contact or speak softly. In this instance, you are trying not to communicate and possibly avoid being judged adversely by your partner. Nevertheless, the tone of voice and body language communicate effective messages about your emotional state, the attitude displayed towards the listener and comprehension of the topic. If you are avoiding eye contact and standing far from others as well as speaking within a muffled voice then you are communicating that that you are not feeling comfortable. There are chances that this was not your intentioned message.

An equally important aspect of the relationship and that is related to exerting influence is being assertive. About the communication, assertive communication concerns an honest expression of your individual needs, feelings and wants while respecting those of the other person. If you are an assertive communicator then your mien is non-threatening and non-judgmental as well as you take accountability for your actions.
For instance, if you feel anxious you will experience some difficulty in sharing your thoughts and feelings. Even though assertiveness can be a challenge to master as being assertive can hold you back from the way you operate, it can be acquired with commitment. An illustration is when you

are afraid of conflict and chose to tag along with the opinion of the masses instead of giving your opinions. In this sense, you are becoming a passive communicator. You may target to manage and dominate others and this is a sign of aggressive communication style. Fortunately, the assertive communication approach has many benefits. Assertive communication can help you relate to others more genuinely and lessen hopelessness.

There are several misconceptions about being assertive such as being assertive implies having your way each time. One of the myths about assertiveness is that it implies loading your opinions on others but this is not true. If you are assertive, it means that you are voicing your position and communicating honestly with others. In some instances, you might win your way by assertively voicing your opinion. Informing others how you feel and attempting to reach a compromise is an indication that you respect yourself and others.

Relatedly, some wrongly believe that being assertive implies being selfish. A misconception is that assertiveness creates selfishness. However, being assertive does not imply that you are being inconsiderate or uncaring to your partner. Assertiveness is not aggressiveness as asserting your position will still leave room for others to agree or disagree with your views.

Equally, important people in a relationship wrongly assume that being passive will make them loveable. A false belief is that you can only be loved when you are passive. It is counterproductive to be passive as it suggests that one is always agreeing with other persons and always allowing them to have their way. Passivity involves giving in to the wishes of others and making no demands of your own. Being passive does not guarantee that you will be admired by other persons. If you are passive, other people might consider you dull and disinterested in what they are transacting.

In the same breath, some people wrongly assume that is rude to disagree. It is a false assumption is that it is impolite to disagree. Even though there are instances where we might not be honest, in most cases people are interested in what we truly think about them. Imagine how you would feel if each person always agreed with you. Chances are that you would find such people dishonest and shallow.

In relationships, one can enhance their value and admiration by exercising calm during social strife moments. When feeling anxious, your brain will cease working effectively irrespective of the many social skills that you possess. If one is upset then it becomes a challenge to sustain coherence and logic of the conversation. Learning to calm down is important as well as relaxing in social situations helps in another excessively. Due to the nonverbal cue, aspect of communication, your body and face can portray you as nervous and this will create difficulty for others to feel at ease when trying to strike a rapport with you, speaking well is not the only aspect of good social skills.

Correspondingly, a relationship can be improved by enhancing active listening as an art. Partners feel good when someone listens to them. Proper listening skills mean that you actively acknowledge listening such as nodding the head, taking notes, sustaining eye contact and making acknowledgment noises. Providing feedback through nonverbal and verbal reaction is part of ideal listenership. You should also refer back to comments of others later on such letting them know you needed more clarification with earlier statements. It is also important to maintain physical alertness and attentiveness while the other person is speaking. One should learn to develop an interest in others to enable you to develop an interest in what they presenting.

Repeatedly, one should focus on ways of building rapport in a relationship. The state of understanding in a good social interaction is known as rapport. Creating a rapport implies that you make the person understand that you are indifferent to him or her and it occurs at the subconscious level of the mind. Creating a rapport involves seeking to establish a pattern and rhythm that harnesses the different speech patterns, speech rhythms, diction and personalities to create synergy. Rapport concerns a state of connection that happens in a good social interaction. Striking rapport implies that you are like the other person and that you understand each other. Social skills training can enhance rapport such as body posture reflection. When interacting with someone align your expressions and body posture. You should not mimic, as this should happen at the unconscious level. Feeding back what you have listened to is also important. A rapport is that which makes you feel connected to someone you did not share your childhood with and it is effortless.

Chapter 9: Influence of friendship

Even though related to the previous chapter, exerting influence in a relationship differs slightly with impacting a relationship. As human beings, we are inclined to exert influence in friendships and learning about explicit and subtle ways can help one accomplish this. Situations where we want to exert influence including when we want our friends to subscribe to our beliefs or arguments without giving them ultimatums. Sometimes we might want to exert influence over trivial issues such as getting our friends to support our team.

Firstly, learn about the preferences and dislikes of your friend. First understanding what our friends' values and dislikes are important. Even though this seems like a cliché, few people invest time in understanding their friends. For instance, dig deeper to find out if your friend has health issues, family issues, work issues, mental health issues as well as their favorite snack and movie. Showing interest and understanding of what your friends want helps make them feel valued and are likely to be more receptive to your message. For this reason, showing a keen interest in the life of your friend will motivate the person to allow more views and suggestions from you.

Secondly, show concern about the feelings and worries of your friend. An often-overlooked aspect of friendship is acknowledging and respecting the emotions of our friends. In most cases, we hurriedly urge our friends to cheer up instead of first empathizing with our friends. Lack of recognizing and relating to the emotions expressed by our friends makes them more empty and is likely to make them hide their emotions rather than express them. An individual that encourages their friends to show emotions is likely to come across as a humane and relatable person, which will make the individual more receptive to message, and suggestions from the concerned.

Thirdly, take note of the nonverbal cues of your friend. As indicated, body language is a critical and continuous form of communication unless verbal communication. Additionally, body language can provide a hint of the emotional status of the individual and this should make reading and act on the body language of the friend critical. For instance, if your friend sits in a slumped position and stares at the ceiling there is a chance that the friend is

exhausted or distracted even when the individual insists that she is okay. It is natural for human beings to take time before sharing negative feelings due to self-preservation.

Fourthly, notice the changes in your friend and adjust accordingly. Human behavior is dynamic and the environment is gradually changing. Human beings have to adjust accordingly to enhance their survivability. We are changing and so are our friends. Unfortunately, we rarely take the cue that there are changes in the life of our friends save for major changes such as childbirth, marriage, and employment and health issues. Some of the issues we regard as trivial affect the emotional status of our friends and this includes having a nagging partner, job transfer, new work rules, and change of service providers by our friends. Even though these developments appear trivial, they significantly disturb the established pattern of living by our friends and should be explored.

Fifthly, make your feelings and your limits are known. As argued earlier, a common mistake that we make is to ignore our welfare at the expense of our friends. Some people wrongly assume that exerting one's feelings and views imply being selfish and inconsiderate to our friends. In reality, making your views known enables others to understand your limits and respect your attempts. If one does not define their limits there is a risk of the person feeling used and exhausted by the friendship. Lack of exerting one's views in the early days of friendship is among the leading causes of dropping friends or giving up on acquiring friends altogether.

Sixthly, learn to moderate your availability in the friendship. Having a working friendship does not imply foregoing everything including your time to sustain friendships. It is important to understand that there are three circles of friendship and these include the close-knit circle, strategic friends circle, and public-space friends circle. The close-knit friends are those acquaintances that we have allowed in almost every aspect of our lives and are akin to a family. The strategic friends' circle includes those acquaintances we intend to benefit from them while they also expect to gain from us and these include classmates, neighbors, and workmates. Lastly, the public-space circles of friends are largely networking friends where the interaction is largely formal and on a need-be basis.

Equally important you should be accommodative to your friend. The contemporary world is global and diverse. Chances are that your friends come from diverse ethnicities, religious affiliation, different sexes, and different economic classes. The modern world often sets up to having and meeting diverse people, which calls for being open-minded and sensitive to how others feel. Even though your friends might be at ease with flattery remarks about their sex, race and economic class, one should seek to minimize the need to explicitly invoke defining demographics for diversity. With time, your friends may feel judged and simply back off rather than confront you on the issue. A person that is open-minded and accommodative of others is highly respected and valued by others.

Chapter 10: Influence in parenting

As earlier on discussed, parenting covers a lengthy period and involves multiple spheres in the life of a child. Parents face challenges to successfully fulfill their caregiver role concerning the cultural, economic, nutritional, educational, health, and psychological needs of a child. Against this backdrop, a parent needs skills and information on how to influence the child to the preferred direction in life. The following presentations will help a parent exert influence over their children.

Firstly, show respect and concern to the child. Start by listening and responding to the concerns of your child. Even though this appears a cliché, most parents do not find it critical to always listen and act on the wishes of their children. Acting on the wishes of your child does not mean procuring everything that your child demands but it implies acknowledging that you are aware of the requests and giving feedback. Amazingly, most children understand even though they may require sustained repetition. Disrespecting a child includes rudely shutting the demands of the child or rudely reminding the child about your life challenges. Building a lasting relationship with your child starts with minding their welfare, which does not imply giving them everything they request.

Secondly, allow criticism and negative feedback from the child. Related to the first argument, most parents loathe receiving criticism from their children. Most parents take criticism from their children as stating they are poor parents and proceed to shut their children by shouting at the children. Criticism from your child is just that, criticism. When you allow respectful criticism from your child, it enables the child to become freer with you and listens more. By allowing criticism from your child, you are making yourself a partner and friend of the child, which enhances the bond between the parent and the child.

Thirdly, focus more on your body language and that of the child. While most parents acknowledge the importance of body language, they tend to discourage it or overlook it as their children grow. Most parents will often urge their children to speak up which is an implication that they want their children to verbalize. However, children should be allowed to use body language, as it accurately communicates not just their feelings but

emotional status as well. It is common for children to freeze their words when they notice another person in the presence of their parents when coming to report an issue. Focusing on body language will allow a parent to have an additional source of feedback apart from verbalized feedback and act on it accordingly.

Fourthly, where possible as a parent lead by example. For children, demonstrating what you want goes a long way into persuading them that it is possible. Unlike adults, most children may not manage to read or search for information on their account and for this reason, it is necessary to show them a demonstration. For example, if you want your children to watch television less start by watching with them and then stating that let us go out and play table tennis. Using this example, as a parent you have demonstrated and next time you issue instructions for them to cut down on watching television and play outdoor they are likely to follow your instructions without whining.

Fifthly, use games and activities to emphasize your message and values. Children have relatively short concentration spans and prefer fun activities. For instance, rather than lecture, your children on good grades or hygiene take time to play with them. After playing with your children when taking a break, give them advice on the importance of working hard and maintaining good body hygiene. Chances are that the children are likely to remember what they were told when doing fun activities. However, emphasis should be made that these activities have to be outdoor activities such as kicking a ball, tying strings on structures or sliding. The justification for such activities is that they offer physical and mental stimulation that makes it easier to enjoy and remember.

Equally important, manage the exposure of information to the child to help influence the desired outcome. Like with any form of influence, being in control of the flow and quality of information is critical to exerting influence on your children. It is necessary that you carefully monitor and filter information are given to your children. Concerning information, information is the clay that we mold with our flower vase. Like molding a flower vase, it is best done when it is gradual and allowing the mold to dry before baking it to hardness and that is true to exposure of children to information. Children are exposed to information via television programs, phone applications, and the Internet and computer games. A parent that

wants to maintain influence should seek to filter these sites of exposure to information to their children to ensure that information accessed by the children is consistent with the parenting deployed.

Chapter 11: Influence at workplace

Apart from relationships, the other place where influence is highly desired is at the workplace. At the workplace, one may seek to exert influence as a team leader, supervisor or colleague. A workmate may seek to exert influence in readiness for one day seeking a leadership position at the organization. Like different spheres of life, most people assume that they have the competencies to influence when in reality they are not. Contemporary workplaces are diverse in terms of religion, ethnicity, sex, gender and socioeconomic status. All of us have some degree of bias because we were raised by parents and society that subtly imparted in us.

Start by showing interest in the views of your colleagues. Almost everyone wants to be where he or she is valued. One way of showing that you treasure a colleague is to salute them, ask about their status and wish them a great day. While all these appear known, most people still struggle to express interest in the lives of their colleagues. The second way of expressing interest in the life of your colleagues is to read their body language and adjust your approach and communication. The other way of demonstrating an interest in the lives of your colleagues is making suggestions about new places and products that align with their interests. All these developments help make the target person feel wanted and treasured.

Sometimes all one needs to do is spend more time with colleagues to exert influence over them. Most people may not be spending adequate time with friends to establish a rapport and make them understand you. Spending time with friends can help them adequately profile you and appreciate your views. For some people, spending time with friends is akin to idling. For others spending time with friends does not deliver, as most of them are embroiled on social media applications and other distractions. Try to reflect the minutes or hours that you spend with colleagues, most likely you will discover that is far shorter which limits your impact.

Relatedly show accommodativeness. As suggested, modern workplaces manifest rich diversity in terms of sex, ethnicity, economic status, and religious affiliations. The contemporary workplaces are teaming up with women and men that must work together to accomplish given tasks. The

continuous close contact requires that both sexes communicate courteously. For ethnicity, and subtle to the explicit form of discrimination based on race and tribe will be emotive and can have legal repercussions. The same is true for people in your team from varying economic class and religious affiliations. Unlearning and moderation are critical in navigating these sensitive issues.

Additionally, apply emotional intelligence to endear yourself to others. Through emotional intelligence, one learns to understand their emotions and express them safely. The overriding emphasis of emotional intelligence is that each emotion including negative emotions should be safely expressed. Think of a leader that when upset shakes and bangs tables. While such a person may be charismatic, few people will find the person safe to approach especially when presenting emotive issues. Emotional intelligence competencies emphasize understanding self and in particular the emotions. Through emotional intelligence, we learn how to anticipate and manage our extreme emotions.

Relatedly, exert your position and limits. When interacting with other people one should take the earliest opportunity to define their limits. Lack of defining limits will imply that one feels exhausted and used. Think of being uncomfortable making a speech but since you did not explicitly make your members aware of this preference, you are left to grudgingly shoulder this task. Most people often feel used and exploited in-group activities because of a lack of exerting their positions. A common myth is that exerting your position will deny your friends and that it makes you be perceived as a self-centered individual. However, the benefits of defining your limits are that you will get a friend circle that closely aligns with your preferences.

Correspondingly, show cultural competence. Showing cultural competence is closely linked to diversity issues in the workplace. Apart from just being accommodative at the workplace, one should aspire to have a basic understanding of known cultures to enhance empathy and respect. Think of an individual having a team member from the Japanese culture where handshakes are not preferred and the person is working in corporate America. Without the basic understanding of the Japanese culture, one will keep on pestering the affected person to embrace handshakes at the workplace. For this reason, cultural competence goes further to require that

one reads or watches basic aspects of the target culture to enable him or her to value diversity at the workplace.

Equally, importance, learn to demonstrate honesty. At the workplace, workplace politics exist and they tend to create two major opposing sides though the differences are mild and highly navigable. On any issue, employees tend to subscribe to two sides, which is acceptable. Issues start when one or several employees fail to demonstrate honesty by switching sides, which can make others distrust the particular colleague as a snitch, saboteur or dishonest individual. It is at this stage that conflicts start to simmer. Against this backdrop, one should strive to be honest and consistent to make it easier for other workers to appreciate the position taken. For emphasis, taking opposing sides is not an issue but lack of consistency and honesty is.
Against this backdrop, one should await an invitation to join a conversation. Showing respect to your colleagues includes understanding when to join a conversation. Just because your colleagues are talking does not necessarily qualify you to join the conversation. One should always pick cues from others to know when to join or leave a conversation. For instance, if your friends are talking and they are rarely looking at you or mentioning your name then the cue here is that you should give them space to conclude their conversation. Similarly, one should take cues of when to leave a conversation. In cases where one is a conversation, the other parties may want him or her to exit the conversation and he or she should take cues.

Lastly, focus more on the strengths than weaknesses of your colleagues. Your workmates have shortcomings and may not want to be reminded of what they lack. Pointing out the weaknesses of your colleague amounts to profiling him or her, which is a development that many loathe. Even though it seems an easy thing, it is not always possible to avoid mentioning or implying shortcomings. With practice, one can learn to gradually focus more on the strengths of an individual. Focusing on strengths requires remaining in the moment and avoiding biases. With biases, we are bound to have a predetermined projection of a person, which can make us focus on their shortcomings than their strengths.

An illustration of a situation at the workplace concerns Davis who wants to persuade members at his workplace to form a support group to enable them

to handle minor mental health issues including relationship challenges. The reason for wanting to create an informal support group stems from the fact that most workers' domestic life impacts their formal life and vice versa. Since most of the domestic issues relating to the time spent at work including associated exhaustion, most workers agree that the workplace is the best place to confront the issue. A quick scan of issues suggests that workload, diversity issues, and performance appraisal have enhanced the risk for mental health issues at the workplace. Most people fail to leave work life effects at the workplace and bring them home.

Correspondingly, Davis can enhance his influence at the workplace by knowing members through greeting them and asking them how their day is so far. By saluting the workers, Davis will make them feel recognized and cared for. With the workers feeling valued, Davis can challenge them to do something about their plight, which is a negative effect of workplace challenges on their personal lives. Having established a shared position with the majority of the members, Davis can then invoke body language to attain appropriate timing to make the members feel that it is time to act. Using cultural competence Davis can safely navigate the sensitive issues in the audience by being open-minded, empathetic and patient with each member contributing.

Predictably, the colleagues of Davis are likely to feel that he is visionary and considerate. Davis is likely to use the group dynamics by selectively winning over a few people who will, in turn, convert more. Where possible, Davis is likely to exploit the diversity among the members to buy into his ideas. Additionally, Davis is likely to invoke authority and logic to win over more members. Appealing to authority may include quoting renowned psychologists on workplace stress and its effect on personal relationships. Making the workmates see the reasonability of having a support group can help persuade them further. People value figures of authority and this requires invoking authority.

Overall, influencing people does not necessarily imply standing before them and asking them to carry out something. Influencing people can happen when one is just a member of a team. For instance, you need to show empathy and consideration to others for them to find you believable. Maintaining consistency is important when seeking to persuade people. People want to follow someone who they can trust will maintain the tempo

even when cornered by authorities. Exhibiting requisite communication competencies is important, as communication is critical in coding the message to the target audience. Think of people or friends with great ideas but struggle to communicate these ideas to the target audiences. Such people are likely not having any impact on their target audiences.

Chapter 12: Influence in advertising

Influence in advertising is a central purpose of carrying advertisements in the first place. Organizations run adverts to enhance their visibility and draw more people to their product offers. Unlike any other application of influence, advertising depends significantly on convincing the masses. Adverts also act as reminders and predictive programming that subtly draws the customer to the advertised product. When making an advert we focus on its features that the consumer will enjoy. In this chapter, we are going to present different ways to enhance influence in advertising.

Firstly, employ repetition. In advertising, the potency is in repetition. The advert and the message should be repeated to make it be treated as a fact. A message repeated several times is often treated as truth. At one point, you must have believed that Coca Cola's Coke is the symbol of refreshing taste because the advert has been repeated several times. A marketing message rendered via several media and repeated several times is eventually treated as a fact. It is for this reason that companies invest significantly to deliver a brief message that is repeated on all mainstream and social media channels.

Another illustration of the power of repetition is the Gillette Blue advert, which repeats that the shaver is the best that a man can get. There are chances that better shavers exist but the sustained repetition has emphasized the features of Gillette Blue making it be treated as a fact. Repetition done over the years can help build a tradition such as Coca-Cola Coke is associated with family gatherings. Similarly, having Gillette Blue may be associated with masculinity and class, which becomes a sort of transition. The qualities that make a message easily recallable include precision, conciseness, improvisation, and alignment with the ideal family or society.

Secondly, keep the message brief and simple. As suggested, an advert is often run as a distraction and should be brief but packed with complete information. An advert can be purely audio or audiovisual. In whatever form that an advert is rendered, it should be brief and complete. An advert is an opportunity to remind people about the existence of a product and its features and the message should be brief to enable them easily memorize the contents. A simple and brief message enables the audience to easily memorize the advert after a few weeks of running. Even though it is

possible to run an advert in sequences until the full picture develops the best way is to present the advert in summarized form.

As such, use simple language that is free of jargon. When running an advert, the intention is to reach the masses and not the schooled individuals only. The message contained in an advert should be easily deciphered devoid of ambiguities. For this reason, take the time to ensure that the right diction is infused in the advert. An advert should not leave the audience in suspense or require further analysis to understand what the advertiser wants to communicate. When building an advert, develop it along with common themes that the target audience can relate to. Some of the common themes include family love, protection for a child and living a colorful life.
Thirdly, build on popular lingo and mantra. Most people easily connect with popular phrases and slangs. Some of these phrases are extracted from tidbits of news, songs, and movies. As an advertiser, exploit these catchphrases to infuse them into your advert without losing the focus of the advert. Using popular lingo helps project the advertiser as trendy and creative. Using mantra in adverts makes the advertiser appear as connected and updated with current happenings in the country. Popular musicians and sporting icons are a rich source of popular lingo and mantra that the audience can easily identify with. However, when using borrowed catchphrases it is important to consider any implied violation of copyright.

Additionally, make the advert connected to life, love, and wellness. People value certain themes irrespective of age. Such themes include a masculine man showing care and love to a woman. The other popular themes that people identify with is adults feeling entertained by the innocence of children. People also identify with themes that advocate for caring for pets especially pet dogs. All these popular themes should be used when building an advert to widen the influence of the message. An advertiser that incorporates these themes in the advert is likely to reach a wider audience and have a lasting impact.

Against this backdrop, chances are that you prefer and remember adverts that elevate the value of family, respect, and care for children. The good thing is that these themes can be incorporated in almost all adverts. It is for this reason that children and family occupy a critical position in advertising. The masses are likely to show preferences for products that are perceived to

contribute to a family setting, family values, care for children and care for pets. The reason for this attitude is that people identify the ideal life or humanity with these domains of life.

If one wants to achieve a lasting influence in running adverts then make the theme of family central. People do not just watch or listen to adverts but will seek to live them. However, when incorporating popular themes in adverts caution should be taken not to lose the focus of the advert especially if the product does not explicitly align with the selected theme. For instance, when making an advert about a brand of cement and incorporating love it is important not to make the advert about love but cement. For instance, such an advert can have a girlfriend showing a preference for fast-drying cement, which incorporates care for a woman and at the same time, captures the core message, which is a fast-drying cement brand.

Arguably true, one should use endorsement in building adverts. Using endorsements is akin to appealing to authority in persuasion. The young audience admires and dutifully follows their idols such as sportspersons and musicians. When such a celebrity is seen with any product then the followers will take that as a cue to switch to the celebrity's reference product. Companies such as Nike, Addidas, and Pepsi enlist the services of celebrities to endorse their products. For instance, if your favorite wrestler is seen with a particular energy drink then chances are that you will switch to the product because you are convinced that is the source of the magical strength.

Equally important, create your advert to be entertaining. People like adverts that are entertaining and this improves the memorability of such adverts. Chances are that you find entertaining adverts memorable and fun to watch. Another advantage of making adverts entertaining is that it frees you up to incorporate diverse elements without necessarily having a theme. A good example is the Coca-Cola Company that incorporates both family themes and entertainment in most of its adverts, which enhances the memorability of such adverts. For instance, the "Taste the feeling" advert campaign by Coca-Cola incorporates family themes and entertainment, which makes the advert fun to listen to and watch.

Another important aspect when seeking to influence through adverts is to enforce cultural competence. The contemporary world is diverse and any

social interaction of people is likely to have people of different sexes, gender, ethnicities, religious affiliations, and socioeconomic status. Against the backdrop, companies have to invest more to ensure that the intended message is not lost in inadvertent accusations of discrimination or stereotypes. Most companies have to incorporate men and women, Caucasians and people of color, and different people from varying economic classes to ensure that each person in the audience feels accommodated. The messages and symbols used in adverts should not be easily linked to particular political, religious or radical groups.

Relatedly, emphasize the value that the product creates. When influencing through adverts, highlight the utility that the product is offering to customers. The utility could be real or perceptual but the most important thing is to highlight to current and potential customers. For example, the Coke soft drink can be sold as offering a refreshing taste, evoking memories, completing meals, and quenching thirst. All these real and perceptual features make the product's utility go up. Emphasizing on the features of a particular product can help differentiate the product in the market and increase the influence of such a product.

Against this backdrop, ensure that the previous, current and future messages are connected. Even though some companies overlook the need to make all their adverts connected, it is important to ensure that customers feel connected when being hit adverts from the company about the same product. Again, using the Coke adverts, most of them are connected and tend to signal an increase in features or utilization of the soft drink offering. Making adverts linked to each other helps underscore the intended message of the advertiser. Making advert messages can enhance the consistency of the adverts and improve the repetition feature of adverts.

Equally important, one should present the human face of the organization producing the product. As earlier on discussed, customers want to meet a human face when interacting with any business. Customers do not just want the product but also the experience. For this reason, adverts run by a business should exhibit a human face to enable customers to relate more with the message of the company. The other way of exhibiting human face by a business is to highlight any corporate social responsibility programs including emphasizing more on environmental sustainability programs that the company implements.

As expected, do not exaggerate the value created by using the product more than necessary. It is important when advertising not to promise what the product cannot deliver. For instance, if advertising a detergent does not just state that it is five times improved when it is not. Customers will feel cheated and in some cases, it may amount to false advertising. Adverts exaggerate but the overstating should be within acceptable ranges since customers may feel offended and abandon the product and any other offering by the company.

Chapter 13: Influence on religion

Religion is another sphere of life where influence is much needed. Adherents of religions want to expand their influence and recruit more people as well as retain current members. Religion is powerful, influences governments, and in some instances overrules governments. Over the centuries, religion has placed limits on scientific research and religious outfits have defeated systems of government and governments. Most people identify first with religion before identifying with their country and this indicates how powerful religion is in life.

Notably, appeal to authority and in this case, it is the deity that you worship, the holy book or another gifted minister. Concerning religion, people easily respect sources of authority such as holy books, which enables them to submit and obey your statements. Quoting a verse when making a statement will improve the weight of your assertions. Most major religions clergymen quote various verses from their holy books, which make the homily weighty. If you have attended church, you often heard your preacher or priest quote a book and verse, which adds authority to what he or she will discuss. The advantage of invoking the source of authority is that one is elevated before discussing what he or she wants to present.

An advantage of invoking authority in religion is that people have already readied their minds for receiving any message that their figure of authority delivers through an appointed person. Invoking an authority may also include referencing to another clergyman that has contributed significantly to the spread of faith or community service. Compared to the other domains of influence that we have discussed, it is easier to exert influence in religion, as most people do not require validated evidence to believe what they are being told. Additionally, most members of the congregation would happily become mini-influencers at the end of the service by expounding further, what was spoken by the speaker.

Equally important, you should appeal to tradition. Religion like culture has an established tradition that most members readily identify with and want to uphold. The tradition includes the way of dressing, pecking order, salutations and sitting arrangements among other attributes. A good influencer would share these traditions by observing them, which would

endear the speaker to the target audience. The congregation will find a guest speaker that demonstrates a basic understanding of their tradition as being respectful and interested in their faith. For instance, if you can dress like a Muslim when going to speak in a function that is Islamic may endear you more to the audience than the contrary.

On the contrary, going to make an appearance at these functions and violating the tradition may ruin your chances of making a good first impression. For instance, not standing up and giving way when a Catholic priest walks by may be treated as the biggest form of disrespect to adherents of the Catholic faith. Lack of observing the tradition of the target audience concerning their faith will spoil the first impression of the audience of the speaker. For this reason, start doing a quick overview of the traditions of the target audience to help you plan and act accordingly.

Against this backdrop, one should lead by example if you intend to impress a congregation. Unlike the other domains such as politics, the congregation has high moral expectations of any speaker reminding them about their religious dogma. For instance, Catholics have high moral expectations of their priests and nuns and this requires that these figures of influence lead by example. Protestant churches have high ethical expectations of their bishops and reverends and they expect the figures of influence to act in a caring manner, honest way, and legal manner compared to the rest of the population. For this reason, you should lead by example to widen the sphere of influence in a religious context.

For emphasis, leading by example includes being consistent in what you say and do. For instance, it could be about punctuality, respecting others or donating to the less fortunate members of society. It may seem living a rehearsed life but a leader or an influencer in a religious context has some aspects of life delimited such as freely expressing his or her views on race, sex, and sexuality. The congregation will judge an influencer in the religious settings if he or she freely expresses sexuality, especially sexual orientation. For this reason, an ordained person leading by example may amount to living a rehearsed life.

Relatedly, one should make members of the congregation feel valued. As we argued earlier, all human beings desire to feel appreciated and loved.

For this reason, you should start by appreciating the attendance and attention of members of the congregation. It is these little things that matter most. One should go further and emphasize the value of members of the gathering as dictated by the particular holy book. Most holy books of various religions describe the value and role of the members of the congregation which they easily identify with. A good influencer should make all members feel comfortable and appreciated.

Concerning making a lasting impact, an influencer should occasionally call certain members by their names as well as using any one of them in positive examples. When you mention members of the audience by their names or appearance in a positive manner the rest feel appreciated and perceive the influencer as interested in their lives. Making people feel valued also includes acknowledging their challenges and efforts. Most people turn up to religion when faced with uncertainty and making them aware that they know their challenges will help them become more interested in listening to what you have to offer.

Correspondingly, one should show empathy. As earlier indicated showing, empathy requires that you first understand your emotions and safely express manage. You should first understand common forms of emotions and how to safely manifest emotions before appreciating how others feel and react when faced with similar emotions. All these developments relate to empathy. Even though there various aspects of empathy, having the ability to read and adjust to the way one is feeling emotionally is highly desired. While reading emotions can be a challenge, fortunately, the body language of an individual can provide a convincing overview of the emotional status of the individual as we have insignificant control over our nonverbal communication.

Additionally, empathy includes placing oneself in the position of the other person. For instance, you should not encourage people to work hard when they are feeling demoralized. If people are feeling uninspired then no amount of resources given to them will make them become more productive or value the little they have. Before addressing an audience, you should try to establish the dominant emotion of the audience. If members are feeling uncertain and depressed then the diction of the message and the tone of voice should seek to reassure and usher in hope. Overall, empathy requires

first understanding oneself and then understanding the position of others to help you become a caring and understanding friend.

As with any activity that involves communication, one should communicate clearly when addressing a congregation. When speaking to a group of people, you should assess their demographics in terms of their age, sex, gender, socioeconomic status, and literacy levels. Armed with the complete demographics of the audience, you should package your message to ensure that it reaches as many people as possible. Usually, you should use simple and standard language when addressing the audience to enable the majority of them to listen to connect with your message. The message should be brief where possible and summarize at the end for easy remembering.

Closely related to communicating clearly, ensure that the flow of communication is systematic by using transition words. Transition words include words such as firstly, secondly, additionally, for emphasis, and in summary among others. The role of transition phrases is to enable the audience to understand when an addition is made as well as when a contradiction is being made. It is common and acceptable for part of the audience to occasionally get lost when a presentation is being made and transition words enable the audience to quickly recover and catch-up with the intended overall message.

Equally important, manage the quality and flow of information to elevate your value as an influencer. A person that has the anticipated information is highly sought and listened to. When addressing an audience, only offer what is necessary and this should include limiting the time that you address the audience. Familiarity lowers the value of an influencer. An influencer should limit the information given which makes the audience eager to hear and act on future bits of information that they need. However, controlling the flow of information does not mean hoarding information, as this will only create room for others to exploit and create confusion.

For emphasis, most members of the audience are likely to be diverse even though they are united by religious teachings. It is still important to exercise restraint and accommodate others when making an address. For instance, members of the congregation are likely to e of different sex, gender, ethnicity, and socioeconomic status. Such members need to respect

acceptance and comfort and any unsavory comments will make them feel displaced and lead to murmurs and exodus of members. Closely related, one should invoke group dynamics and use them to influence. People in a group are likely to mimic any actions of the influencer in a group without much deliberation. For this reason, an influencer should place people in various groups and use the group dynamics to widen the influence.

Chapter 14: Provide knowledge ethically dealing with other people’s emotions.

One of the most challenging aspects of life is handling other people’s emotions. Emotions are diverse and for this context, emotions are a form of energy created by the body to communicate to you how your overall body status is and you should allow this energy to dissipate. When the body status is composed, you will feel energized, happy and excited. The positive energy will be expressed by tears of joy, eagerness and lengthened the period of patience. On the other hand, when your body status is feeling threatened and unease you are going to express that energy in the form of fear, anger, and impatience. In this manner, emotional intelligence is about learning to acknowledge your emotions and finding a way to safely release them rather than blocking them. Most people wrongly think that negative emotions are unwanted when in the real sense, they are part of the human experience and what is required is to find a safe way to release that energy without harming others.

Notably, emotional intelligence influences your thoughts and actions to enable you to have control over your behavior as well as develop to handle it more effectively. With good levels of emotional intelligence, you will increase the way you identify and handle your emotions as well as how you react to the feelings of others. By becoming more emotionally stable, it allows us to grow and gain a comprehensive understanding of which we are and this allows us to communicate better with others and sustain stronger relationships. The following suggestions will give a good beginning point to discover the pillars of your emotional intelligence.

First, start by practicing noting how you feel. Your individual feelings will affect how you process and react to the feelings of the other person. Let us take a case where you have a loan to service and the business you invested in the loan is struggling. You are now working more than 10 hours a day to make extra income to sustain your lifestyle and also save some to service the loan. Due to frequent burnouts, you sometimes shout at your children when they play music at full volume. At the grocery store, you are easily irritated when the seller mixes up the groceries you selected. When driving home, you tend to experience road rage wondering how some drivers got

their driving license. When online you easily pick up arguments with people that seem ignorant of what is being discussed. In this manner, you are highly emotional and may have issues processing the emotions of others.

Secondly, take note of how you react when processing the emotions of others to determine weak points and improve. You noticed right that we are focusing on you rather than the other person and the reason is that you can control your emotions and associated reactions but cannot fully manage those of the other person. When you understand how you react to different emotions manifested by different people, you can target to manage your reactions to attain predictability. Dealing with the emotions of other people requires first understanding how you react to negative and positive emotions. Emotions are largely a function of experience and society defined expectations. For instance, if you grew up in a society that does not allow a child to challenge an adult then when a student insults you there are chances that you will react extremely.

Thirdly, interrogate your opinions. In most cases, we form emotions because of the process that we have been given against an established history and spectra of meaning. For instance, if I make faces at you there is a chance that you will feel that I am taking you casually or mocking you. You interpreted by gestures by tapping into a stored knowledge and experience of established meaning of certain behaviors. Sometimes we would have acted differently if we paused and interrogated our opinions. We tend to react impulsively because that is what produces the best feeling but it is not the best way to navigate emotions thrown at us.

Fourthly, become accountable to your feelings. A common weakness that most people make is to provide excuses for their behaviors. For instance, you probably heard your colleague justify their behavior because the other person provoked. Justifying your reactions to the emotions of others will never help you to accept that you erred and need to fix your emotional intelligence competencies. Start by being accountable to your feelings and you will realize that you have significant space to improve on your weaknesses. Just because another person provoked you does not imply that you fall for it. One should develop the resilience that enables you to navigate emotive issues.

Additionally, practice deep breathing. Most people read and know what deep breathing is but rarely practice it. The logic behind urging deep breathing is to help convert the emotional energy into physical energy and thus defuse the intense reaction. When feeling agitated or targeted by the emotions of the other person, stand upright or sit upright and draw in a lot of air and expel it slowly letting you feel relieved. Repeat the exercise of relaxing the chest muscles and drawing in large gulps of air and expelling the air slowly by ensuring that your body feels the breath being expelled from the body. Even though this exercise may seem trivial, it is highly critical in helping navigate intense reactions.

In an attempt to improve, maintain a diary of your emotions and the matching reactions. Most people wrongly assume that they understand their emotions but in reality, they do not understand their emotions. An effective and simple way to understand your emotions is to maintain a diary of emotions. For instance, capture the day, description of the emotion and how you reacted to the mentioned emotion. You will notice that there is a pattern in the manner that you react to certain situations, which implies such situations, and associated emotions can be predicted. Armed with this knowledge one can prepare in a safe way of expressing the emotions.

Correspondingly, let the emotions flow through you by taking it easy. When interacting with another person view the situation as that of a call center agent handling an emotive customer. As a call center agent, if you absorb the emotions thrown at you there are chances that you will end up feeling frustrated and overwhelmed by the job. The safest bet when handling the emotions of another person is to allow those emotions to flow through you. Let us take the case of a customer care desk at the fictitious company. If a dejected customer shows up and shouts at you, you will not take the reaction as directed you but rather the organization you present. If your friend expresses intense negative emotions, you should treat the emotion as directed as someone else that the friend wants you to represent because you will understand the situation.

Relatedly, accept when your emotions are triggered and safely express them. A common mistake most people make is to think that masking emotions equate to maturity and stability. Most individuals consider expressing negative emotions as something to be ashamed of as it

contradicts the perfect image that people want. However, all emotions including the negative ones should be expressed. What matters is how safely one expresses these emotions. For instance, if your friends feel upset and shout at you there is a likelihood that you may also respond similarly. If one cannot absorb the emotions of a friend, you must manifest your response including negative emotions.

As earlier on suggested define your limits and exert your position. Most people fear to exert their position because of being labeled as hardliners or inconsiderate. However, this is a fallacy, exerting your views enables define boundaries and makes your friends understand your limits. When confronted with emotions from friends, you should make it clear that your limits are to enable the friend to understand when you can snap or walk away from the social interaction. Think of a situation where you are arguing with a colleague and the colleague decides to start discussing your weaknesses. You should make it clear that your personal should be respected and that you will not allow further discussion of your personal life.

While empathizing, remember that it does amount to shouldering the burden of others. We discussed earlier that a mistake that most people commit is to attempt to carry the challenges of their friends. A person that is entangled with a friend and wants to absorb the burdens in the life of that friend is bound to feel used and exhausted shortly. When handling emotions from a friend, ensure that you do not transfer them to your personal life. You should only empathize as opposed to making those challenges part of your responsibility.

Learn to extricate oneself from emotions. Even though our lives and emotions are intricate, we can still extricate ourselves from emotions to realize an objective view of a situation. When confronted with emotions from a friend, we should try to view the situation devoid of our individual and the friend’s emotions. Assessing a situation devoid of emotions can help you see the underlying issues and confront them for a lasting solution. For instance, a suddenly moody friend could be having difficulties servicing mortgage or having marital issues. Without dropping emotions, you would be stuck on the personality of your friend rather than probing the underlying causes of the sudden transformation.

You must listen to actively. In most cases, we get emotional because we fail to listen and understand what our friends are struggling to communicate. Since our friends have high expectations of us, they easily get frustrated when we fail to relate to their feelings. In this context, active listening involves exuding the appropriate body language to denote affirmation, refuting, and attention. A keen listener may read a lot from the choice of words used by another person as well as the body language to profile the current emotional status of the individual. Overall navigating emotions of a friend requires exuding emotional intelligence competencies.

Chapter 15: Tips and checklist to spot and stop manipulators.

Manipulators are suave and spotting one may not be easy. Most manipulators act subtly, which may take time before the victims of the manipulation understand what is happening. There is a possibility of someone manipulating others without realizing that he or she is manipulating. In some situations, manipulation may appear justified. For instance, workers seeking a rise may engage in a go-slow to make the management appreciate their contribution to the growth of the organization. However, in this chapter, we will focus on manipulators that are aware of their intent and whose actions are deemed unethical.

They appeal to emotions even where it is not necessary
Most manipulators will invoke emotions in situations that should be neutral in terms of emotions. The dalliance with emotions is that emotions cloud objective judgment and makes people vulnerable to half-truths and biases. When angry, one is likely to speak without moderation and this can trigger further conflicts considering that most social gatherings are full of diversity. Manipulators like such an environment where one can exploit emotive issues to accomplish sinister motives. Think of a colleague who takes a miscommunication from the management to make it look like the organization is against women's empowerment and proceeds to incite female workers to sabotage the productivity of the organization.

They exploit any differences to their advantage
Apart from appealing to emotions, manipulators will tap into differences to accomplish their self-serving goals. Most workplaces and social events are full of diversity manifested in terms of different genders, sexes, ethnicities and socioeconomic statuses. A determined manipulator will negatively emphasize the diversity either explicitly or subtly. Even though there is progress concerning being open-minded and respectful of other people based on their race, sex and ethnicity among others there is still simmering biases and discriminations. Against this backdrop, without well-intentioned people, there is bound to be discrimination and biases and this is what manipulators want. Manipulating people requires having a significant number of them feeling that they matter more compared to the rest.

They do not give you a choice

As expected, manipulators understand that they have limited time to influence people before they are exposed. For this reason, a manipulator will want to exhaust everything given an opportunity. On the other hand, an influencer will willingly allow adequate time to persuade the target audience. A manipulator may not want the target audience to have adequate time to rationalize what is being said and for this reason, manipulators hit the audience with successful loads of information and misinformation. Think of a manipulator as a hawker determined to make you purchase their wares, he or she will ensure that you are fully engaged to force impulsive reasoning.

They persist even where all the members agreed to compromise and move forward

As indicated, a manipulator thrives more where differences and conflicts exist. A manipulator seeks to turn one side against the other and use each of the sides to accomplish sinister motives. For this reason, when a manipulator notices a compromise he or she will seek to reactivate the conflict and differences while pretending to be innocent. Most manipulators are observant and assess the personality of each member of the target audience. Manipulators will make a move that will help trigger and fester conflicts and biases to ensure that there are plenty of emotions within the target audience.

They are not interested in recruiting the majority but only a few

Unlike influencers, most manipulators are disinterested in having everyone subscribe to their sinister motives. Most manipulators' intent is to attain persuasion within the shortest time possible and for this reason; they focus more on the high-value select individual in the organization. A manipulator will identify a potential figure of influence and sell their sinister goals to the person. Once a manipulator gets a threshold number of subscribers then he or she will immediately implement the self-serving plan while the rest believe that the suggestions will help improve their welfare. In other terms, a manipulator is disinterested in the welfare of all but only his or her vested interests.

Where possible they issue threats

Manipulators issue veiled and explicit threats that are meant to instantly convince others into submission. People that issue threats intend to prevent

questions since any form of interrogation will expose the manipulator. Threats are preferred since they help attain fast results within the shortest time through the effects wear off almost immediately. Additionally, threats deny the victim free will and make the person scared of the consequences even when the trigger is withdrawn. Threats tend to dehumanize the victim. For instance, a manipulator may state that if you fail to belong to the mentioned group then you risk being labeled a traitor which is a veiled threat that the manipulator will turn others against you.

Where possible they play victims

When cornered, manipulators will play victim to avoid being reprimanded. Since most of the actions of manipulators are self-serving and exploit diversity at the workplace, most manipulators feel embarrassed when exposed. For this reason, most manipulators do not just play victims but will still manipulate others to feel that they are victims. By making everyone feel targeted, manipulators attain a perfect shield of being held accountable. Think of a student who takes advantage of issues with security at school to incite others to boycott classes. Once such a student realizes that the administration is on his case, he will make it appear like anyone that criticizes the administration is marked for suspension and make his problems, everyone's issue.

They are impatient and want maximum results within a short period

A manipulator is a scheming person and will want quick results. For this reason, most manipulators focus on short-term activities with high impact as far persuading people are concerned. Unlike influencers, manipulators will not belabor with building philosophies as these take time and require working with all the people. Manipulators will not seek to establish lasting relationships and interactions because they do not harbor long-term agenda with the welfare of the audience. Deploying manipulation tactics, in the long run, is infeasible as people are likely to expose the manipulator and disengage completely.

Stopping manipulators

Define your limits and freewill

Making a potential manipulator understand your boundaries and freewill will enable him or her understand that you are aware of the self-serving

attempts. The best way to stem any attempt of manipulation is to preempt by making it known that you loathe being manipulated. If someone knows that you can anticipate and defend oneself against any manipulation they are likely to drop the idea altogether. Setting boundaries helps make each of the people understand the sensitive areas and what makes the other person uncomfortable. Think of a friend that first informs people that he dislikes liars and manipulators. Chances are that any manipulator will avoid attempting manipulation.

Read attempts to manipulate you especially through body language

Fortunately, we can predict attempts to manipulate us by analyzing body language. Most people that manipulate will either prolong eye contact or avoid eye contact which suggests insincerity. Some manipulators would speak with a low voice to evoke calmness to help make their victims feel calm. Some manipulators will use rehearsed body language that aligns with their message to persuade the audience. Against this backdrop, scout for any suspect body language and any disconnect between verbalized message and the nonverbal message. One of the common tactics of manipulators is to mimic the body language of the target victim to mind control them.

Read any attempts to play the victim

As indicated, most manipulators play the victim as a safe bet when they feel threatened. Children are some of the best manipulators when given chance and will play the victim cared when faced with consequences. A manipulator reads any attributes of diversity and weaponized it. For instance, a manipulator will exploit the difference in genders to create an impasse. A manipulator will take advantage of different ethnicities at the workplace to pity one against the other and then use both of them to accomplish self-serving interests. For instance, a manipulator may exploit the diversity in terms of ethnicities to trigger leadership changes at the organization.

Read any attempt to dwell on personal descriptions of everyone

Expectedly, most manipulators seek to exploit any source of emotional feelings and this includes personalizing everything. Most manipulators will try to guide discussions into making personal comments to help trigger emotions. As indicated, emotions help manipulators easily flourish as emotions cloud judgment. If one is extremely excited or angry chances are

that you make impulsive decisions devoid of consideration of long-term effects of such decisions. A manipulator schemes for such a moment as people will not probe the messaging of a manipulator. Think of a politician that harbors radical views and seizes an opportunity when insecurity incidents increase and the masses are angrily demanding for robust security measures to push for leftist laws.

Detect any inconsistency

Manipulator actions closely align with liars even though he or she is not necessarily one. A manipulator lacks consistency but it takes a keen eye to detect the inconsistency because it is projected as consistency. Most politicians are manipulators and can best illustrate the inconsistency disguised as consistency. For instance, a politician will shift positions based on prevailing emotions but make it fit within his or her loosely defined leadership philosophy. For most people, they will see consistency but in a real sense, the politician is inconsistency and uses a loosely defined leadership philosophy as a perfect mask of the inconsistency. By detecting any significant deviations one can suspect manipulation.

Set consequences

Defending oneself against manipulation requires making the manipulator understand the consequences of exploitation and lying. Chances are that if a manipulator is aware that the target person loathes inconsistency and exploitation then the manipulator will abort the scheme. When you suspect manipulation, make your manipulator understand that you will not take manipulation kindly.

Chapter 16: How to detect deception

All of us would want to easily determine deception at any level such as personal, social and organizational levels but it is not that easy. Some professions that rely wholly on determining the truth in personal and social contexts such as law agencies, health agencies, and media agencies invest heavily in determining the truth value of their productions but they fairly fail despite having immense resources. Since human behavior is dynamic, detecting dynamic is not easy as they are bound to be false positives.

However, there is only one reliable way to determine deception and that is creating a baseline for the target individual and comparing against this baseline as well as doing the adequate prior investigation before confronting the person. Unfortunately, establishing a baseline for each and conducting relevant background study is not always assured due to the time factor and resource constraints and this implies that a speedy analysis of body language and verbal communication can help determine a likelihood of a truth or a lie.

Focus on verbal cues

First, liars tend to respond to questions that were not asked. If one is lying then he or she wants to cover as much ground as possible and this includes answering questions that were not posed. By responding to questions that were not asked, the individual is prompting the speaker to a particular direction and does not want to be caught off guard. Answering questions that are not asked may also give the individual lying an opportunity to deny the speaker adequate time to analyze the answers given by continuously bombarding the interrogator with new information and ideas. Lastly answering questions that were not asked also helps the layperson to appear well prepared and knowledgeable in what is being asked.

Secondly, most liars tend to answer a question with a question. Expectedly, most liars will respond to a question with another question to shift the burden of thinking and responding to the interrogator. Most politicians employ this tactic when being interviewed and it is meant to buy them enough time to recall information to the main question. For most liars, not responding is akin to affirming that they lack memory of what is being

asked or what happened. The other purpose of responding to a question with another question is to irritate the interrogator and derail his or her composure. Responding to a question with a question is a defensive tactic indicating attempts to hide something.

Thirdly, most liars tend to make self-corrections to avoid sounding uncertain. As indicated, most liars want to ensure that each area is covered to eliminate any doubts because allowing room for doubt may expose them. For this reason, most liars tend to self-correct to ensure the information given is irrefutable. In most cases, liars will repeat the correction to ensure that the interrogator and the audience also capture the self-correction. As expected, the liar will blame the need to self-correct on a slip of the tongue or the fast nature of the interview. Another reason for self-correction by a liar is that the individual has a premeditated script and outcome and keeps forcing everything to align with the premeditated picture.

Fourthly, liars tend to feign memory loss. As expected, most liars need a safe exit when cornered and feigning memory loss is a favorite excuse for most liars. When a liar is cornered then he or she will cite memory loss and later institute self-correction to attain the preformed script. Try watching interviews with politicians to appreciate how they feign memory loss to escape explaining something and pretend to have recalled the information when there is an opportunity to sound believable.

Additionally, most liars tend to report what they did not do as opposed to what they did.
People that lie will give an account of what they did not do to avoid being held accountable. If a liar dwelled on what he or she did then the individual can be held accountable and this is not something that a liar wants. However, if a liar dwells on what they should have done then he or she has a large degree of freedom to give any answer and avoid scrutiny. Again, try watching a recorded or filed interview with any politician to appreciate how this technique is employed.

Expectedly, most people practicing deception tend to justify their actions even when not necessary. As such, most liars are insecure and are uncertain that they are sounding convincing. For this reason, they over-justify everything because they feel that no one believes them even when people

have fallen for the lies. When examining a potential liar, look for signs of unnecessary justification and again politicians will provide a good case study of over-justification.

Relatedly, most liars avoid mentioning emotional feelings in their version of events. Since a liar is faking everything, he or she will avoid mentioning emotional feelings that were associated with what is being reported. Mentioning emotional feelings may force one to show them. For instance, if you talking about an exciting event that you witnessed then your facial expressions and voice should manifest positive emotions and this is not something a liar wants because he or she is not assured of consistency of verbal communication and body language.

Correspondingly, most liars are careful and will insist on a question to be repeated. Liars focus more on what is being asked because they only want to accept a question that they are certain of responding to. Liars dwell more on what the question is and what the interrogator wants to help them generate convincing information. The other role of wanting questions repeated is to help the liar elicit a response by making up one because there is none.

Focusing on body language

An individual attempting deception will likely randomly throws gestures. The hand gestures are among the best indicator of positive and negative emotions and are difficult to fake in a consistent manner. If one is angry but is pretending to be calm, he or she will throw gestures randomly. Most liars get irritated when taken to the task of what they just said and are likely to throw random gestures in the air even as they try to sound calm.

Against the norm, he or she speaks first than usual. People that normally do not speak fast will suddenly speak fast when they are lying. Speaking fast helps, the person denies the audience adequate time to listen and analyze the information. Speaking fast also allows the liar to exhaust all of the rehearsed information, as any interjection will throw the liar off the balance. Speaking fast also indicates that the person is uncomfortable with the audience or the message and wants to finish fast and end the experience.

Relatedly, he or she sweats more than usual. People sweat and it is normal. However, more than normal levels of sweating even when the weather is fine may indicate that one is panicking and feeling cornered. All these may indicate a sign of a liar.

Additionally, a liar avoids eye contact. Most liars shun eye contact or give a sustained stare to intimidate the target person. Shunning eye contact indicates that the person feels awkward or embarrassed with what he or she is presenting to the audience. If one paces up and down more than necessary then the individual is likely lying. All these indicate feeling uncomfortable with the message and the audience.

Chapter 17: Tips and workout to increase self-esteem in order to avoid being **manipulated**

The shortcomings of most books on building self-esteem are that they do not approach the issue from the fundamentals. Low self-esteem has underlying causes that include an unfortunate childhood. Most of the provided solutions out here focus on guiding the individual when he or she is already interacting but in this chapter; we focus on helping one build the mental stamina at the mind-level before venturing out. For this reason, fixing low self-esteem requires helping the victim build social skills systematically. However, building social skills requires emotional intelligence competencies for one have to first become aware of how they feel and their emotional status before extending to the outside circle.

Regarding social skills, let us begin with survival skills. The specific competencies here include the following guidelines, listening, ignoring distractions and using brave talk as well as rewarding oneself. Social contexts might require you to follow instructions and overlook distractions. Not all people can ignore distractions as the human mind processes everything it can decipher. It is important to train your mind to act in a disciplined manner by avoiding distractions and sticking to the recommended guidelines. It is also important that you reward yourself to enable you to feel worth engaging in social interaction.

Secondly, one should build their interpersonal skills. The particular skills here include asking for permission, sharing, waiting your time, and joining an activity. It takes the experience to know when to interrupt or join a conversation. In most cases, the range of required interpersonal skills depends on the context. The justification here is that the interpersonal skills you exercise when watching your favorite team play are not the same as the one you exhibit when with your colleagues at the workplace.

Thirdly, one should build problem-solving skills and specifically asking for help, accepting consequences, and apologizing. In social contexts, disagreements will occur and at the same time, the parties in the interaction might require your input to resolve an issue. A socially competent individual needs to identify the underlying causes of the problem, how it is

affecting others, why the rest of the people are feeling the way they are, and finally offering impartial and multiple ways of fixing it.

Fourthly, one should hone conflict resolution skills and specifically handling loses, accusations, peer pressure, and dealing with flatter. Resolving conflicts is a highly demanded skill in contemporary society that is increasingly diverse. Solving conflicts require being impartial, empathically listening and helping the feuding parties acknowledge their shared ground on the issue. Unresolved conflicts can end social interactions and at the workplace affect productivity in several ways. For instance, unresolved conflicts can make some workers quit a certain team or leave the organization altogether.

Additionally one should possess the ability to persuade and influence others. In social contexts, one should possess the ability to convince others. Influencing others relies on emotional intelligence competencies especially empathy and emotional value communication. When you understand the emotional impact of the words in your communication then it becomes easier to use it to win others. Persuading people also means that you appreciate how they feel and take into account when communicating with them.

Relatedly, one should develop leadership skills. Within social contexts, sometimes one has to show leadership. Within a group, it will require a leader or a dominant member and possessing leadership skills is part of social skills. A good leader inspires and listens while being visionary. When participating in social contexts, it is important that you cultivate leadership skills and demonstrate them where appropriate. One of the preferred models of leadership is the transformative leadership where the leader motivates the members rather than commanding or setting the pace for the team.

Notably one should exhibit communication skills that operationalize social skills. As expected, communication skills are essential in any social activity. Some of the communication skills required include the effective use of nonverbal communication. It is important that the facial expressions and gestures used are appropriate and at the same time tally with verbal communication. Groups are likely to be diverse and hand gestures might

have different connotations for each member involved. For this reason, communication should also include cultural competencies.

Additionally one should build bonds that are requisite for social skills. Part of social interactions is developing relationships. Creating a relationship will also require a skill to sustain the relationship. Not all people can initiate and sustain a relationship. The competence of building and sustaining relationships is part of the social skills that one must possess. Empathy is a critical competence when building and managing a relationship. Building and handling relationships is largely an art but following best practices increases chances of succeeding.

Correspondingly, change management skills are a critical part of social skills. Another continuous aspect of social interactions is changing. In any group setting, one or several members might leave or behave differently than the known behavioral set and these calls for change management competencies to avert fallouts in the group.

It is also important to tag along with the normal success curve. One of the major triggers of self-esteem is adjusting expectations to unrealistic levels and then struggling to attain and sustain the ridiculous standards. Learn to accept realistic expectations as the ideal yardstick of success. When you normalize your expectations, you are likely to feel satisfied and may internalize success. The realistic levels also imply that the expended energy is within the normal range and this can prevent fatigue and anxiety. When you adjust your targets to the expected range then you are likely to start accepting yourself and your capabilities, which may initiate you into social life. Lowering your expectations of performance is necessary to break the vicious cycle of self-esteem issues.

As such, you should adjust your efforts and ambitions to realistic levels as part of the normal success. For emphasis, revise down your ambitious targets to the ones that you can attain. Start with the average ambitions and expectations and scale up gradually. It is not easy for a person with self-esteem issues to revise down their targets. Maintaining the ridiculous high target enables the person to feel unsettled, unworthy and motivated to prove oneself. For most affected people, the ridiculous high targets are necessary to help them finally prove their worth but the cycle never stops. One of the

ways of ensuring the applicability of this recommendation cut your current targets by a quarter percentage and subsequently reduces the new lower target until it matches the organizational average.

Relatedly, concentrate on accomplishing the tasks rather than outshining everyone because this is the other push factor for setting unrealistic expectations. The motivation for defining unrealistic expectations is because you want to be outstanding. When you get preoccupied with being among the best then your energy and efforts are not on emotional needs or the impact of the solution you are creating but rather you are in a race with people who are unaware they are competing with you. Since you are in a perpetual race with others who are largely unaware that you are competing with them, you have to set your targets higher than everyone else to stay ahead of them does. When doing all these, you are forgetting that you forcing your mind and body to use the energy and efforts of all the people you want to outshine aggravating your productivity output and overall health.

One should embrace marginal improvement in success. At some point, you will need to improve and it is advisable that you go for marginal improvement. Sustained improvement is the hallmark of a productive and progressive worker. When setting new targets, set small, measurable and achievable ones. The pitfall of most individuals with self-esteem issues is that they want to attain a decade’s worth of success in a year if not months. Everyone needs to gradually improve but the new level of delivering should be realistic. When an individual commits to deliver a higher level than previous then the person is seeking to maximize and optimize their skills and knowledge, which is beneficial for the individual and the organization. However, when such improvement costs the social skills and overall health of the individual then it is not worth the effort.

Against this backdrop, avoid going for wholesale improvement but instead go for specific areas to improve. The common mistake that persons with self-esteem issues make is that they do not segment and modularize the areas for improvement. Instead, persons with self-esteem issues go for wholesale improvement, which makes it difficult to realize small but critical aspects of improvement. Additionally, the wholesale approach to improvement means that the individual expends so much energy and

resources creating risk for burnout, anxiety, and isolation. Indeed, some of the intentions of people with self-esteem issues are well-intentioned but the approach is flawed making the entire venture infeasible and costly.

Relatedly, allow yourself adequate time to make improvements in areas identified. Once you assess yourself and determine the weak areas, spread the change process over a considerable period of time. Some changes will occur in a week, a month, a year or even over five years period. It is ill-advised to pursue a five-year change need in just a month. It might be necessary to share with others or seek professional help to help you pursue a change to fix your weakness over a reasonable period. For instance, punctuality can be improved within a month but public speaking may require an entire year to fully improve.

One should also accept failure. Learn to accept failure as a normal process and failure does not mean weakness. Not all people have the competency to welcome and process failure. Most people struggle to pass negative feedback by feeling angry, unworthy or blaming themselves for failure. When you encounter failure, accept that it is inevitable. Then conduct an evaluation to determine the internal and external factors that precipitated the failure. Identify your contribution to that failure in a fair manner and accept responsibility for your contribution. With all these developments, develop lessons from the failure incident. When you learn to treat failure as a source of learning then you increase the will and competency of processing failure.

Equally important, appreciate that you cannot control all factors when handling a task. As part of accepting failure, you will realize that there are external and internal factors that affect the delivery of any task. By accepting accountability up to where you were responsible, it does not mean that you are masking or exonerating yourself from failure but you are being realistic. One of the lessons you will learn is that you must plan for unforeseen or uncontrollable factors by developing a contingency plan. Some controllable factors can become uncontrollable and this implies that having a contingency plan for controllable and uncontrollable is critical for delivery. For instance, your health is fairly manageable but it can quickly become unmanageable and there is a need to have a contingency plan for such.

In a group setting, learn to be accountable but also share the failure when it occurs. For persons with self-esteem, they consistently feel unworthy and misplaced even when contributing the most in a team setting. For this reason, affected persons will absorb all the blame on a group even when other members caused it and this is due to feeling that they were not their position in the first place. Apart from accepting failure at a personal level, it is also important to share it with others that participated in a joint activity.

When addressing self-esteem issues it is necessary that you acknowledge your strengths and weaknesses. Assess yourself to determine your strengths and weaknesses. As suggested previously, conduct an assessment of your areas of weaknesses and strengths. The assessment will help you appreciate that you cannot always deliver and each person must exhibit strengths and weaknesses. By evaluating your strengths and weaknesses, you will realize that you can leverage your strengths to minimize the effects of your weaknesses when working. For individuals with self-esteem, they unjustifiably dwell on real and imagined weaknesses and this makes such persons feel burdened to continuously validate themselves. By acknowledging your strengths, you will learn to start feeling satisfied with your achievements.

Relatedly using the assessment identifies the areas you are likely to deliver exceptionally. Once you conduct the assessment, you will note the areas that you are likely to excel in. Naturally, you will prefer taking tasks that fall within your strengths but this should not make you try challenging areas. The advantage of human weakness is that they can be unlearned or learned to improve and make them qualified strengths. When you identify your weaknesses, you will realize the importance of working with others or consulting. At the same time, you will use your strengths for the benefit of all rather than for self-gratification.

As such, accept new challenges and use your strengths and weaknesses to minimize failure. As suggested, take up new challenges, as these will help you work on your weak areas. Staying in your current position implies that you are avoiding showing your full whole by only showing your strengths. New challenges may also help you discover hidden strengths that you have that you did not exist. Similarly, new challenges might help you unearth unknown weaknesses that you did not know you had. For this reason, you

should start entertaining the idea of taking up new tasks or asking for additional tasks where feasible.

Against this backdrop, acknowledge and celebrate your achievements. Learn to acknowledge and process any milestone you make. An individual with self-esteem issues, one has difficulties connecting the success to internal abilities and efforts. Start taking time to feel satisfied with each milestone that you make. Saying phrases such as “I thank you all that worked with me to enable me to deliver” or “It has been a journey but finally I have accomplished it” will help you feel connected to the accomplishments that you make. The other way of celebrating your achievements is to recognize that you were hired because of your merit and your delivery is standard. Reflection can also make you feel that you have come far to accomplish what you have.

Furthermore, learn to welcome and accept compliments. The difficulty with remaining in the moment and focusing on your strengths makes an individual with self-esteem issues feel that each accolade won is merely a flatter. When you attach your achievements to your efforts then you find reasons to feel that you deserve the awards or recognition. It all starts with you recognizing your efforts and contribution to a solution. When you price or value your efforts then you will increase the likelihood of feeling that you matter and have made an impact on a project. It might be necessary to debrief the individual of their unfortunate childhood to enable them to feel worthy of anything.

For emphasis, learn to feel satisfied when you achieve. Apart from accepting rewards and recognition, it is important that you learn to feel satisfied when you achieve. For persons with self-esteem issues, each success leaves them to feel inferior and worthless forcing them to even adjust their expectations of performance higher. By learning to feel content with the current achievement you will feel okay delivering at the realistic standards. You should try to feel that no one is after you or that they are people just waiting to prove that you are unqualified to hold your current position and start enjoying the processes and the moment.

Chapter 18: Illustrations of manipulation and ways of defending against it

Political messaging

All of us are routinely exposed to political messaging through mainstream media and social media. Politicians are skilled manipulators and exploit diversity to pity one side against the other. Areas of diversity such as gender, race, socioeconomic status, and sex easily provide triggers of intense emotions and distrust that makes it easier for a politician to influence the target group. Intense emotions also provide ground for lack of objective analysis of the political messaging. Politicians have vested interests and would want to attain maximum influence, using few people and the least amount of time, which fits the definition of manipulation according to this book.

For instance, a politician will wait for unfortunate news such as a shooting of a minority youth within a particular neighborhood to manipulate the public including the legislative house. Let us assume that police mistakenly shoot an unarmed African American teenager on suspicion of being involved in drug trafficking. If it happens that, the offending officer is Caucasian then this provides ground for politicians to whip up emotions along ethnicity lines. For instance, if the politician wants to pity the African American community against the dominant Whites then all he needs to do is to exploit the emotions to portray the African Americans as a targeted helpless community.

On the other hand, the same politician may exploit the mentioned situation to emphasize the stereotype that the majority of young African Americans are involved in crime and push for stiffer penalties against drug pushers without seeking to address the underlying socioeconomic causes of the trend. The same politicians may push for laws that delineate and make it difficult for minority communities in the neighborhood to integrate with others. All the politicians need to do is to exploit the simmering tension between the affected ethnicities to make each feel threatened and push for dominance through established frameworks.

Regarding defending oneself against political manipulation, it is necessary to establish the truth. Most politicians' present half-truths which the public fails to read through and use the exaggeration and misinformation. Taking time to probe the truth-value of the political statements made by politicians will deconstruct their lies. For this reason, one must always interrogate the factual basis of a political statement before believing it. It is also advisable to accept that politicians are inherent manipulators and always validate their claims.

Advertising

Even though most of the adverts have to exhibit some ethicality standards, some of the adverts put out reek of manipulation. Adverts are intended to make the public aware of a product, remind the masses of the product and its features, convince the public to embrace the product, and help the public differentiate the product from others and counterfeits. However, in some instances, some adverts employ manipulative tactics to accomplish instant influence and other self-serving interests. The advertiser, in that case, understands that the customers do not require the product but he or she is more interested in making sales and cares not what happens to impulsive buying of the product by customers.

For instance, you may have encountered a loan shark that wrongly influenced you to take up a loan that you clearly did not. The promoter of the loan product manipulated you as he or she was wholly interested in attaining the self-serving reason, which is to sell loan products and get a commission. Manipulation occurs where the customer is wrongly influenced to take up a product that he or she does not or does not get the utility defined. In this case, a customer has been manipulated. The person hawking the loan cares not that you may lag behind payments or get auctioned as long as he or she accomplished his target of selling a loan product. If the person selling the loan package were to be exposed, he or she would not be proud of what he or she did.

Regarding manipulation in advertising, one should read the fine print at the end of the advert or the product. Go further and compare with other existing products that serve the same purpose. However, the best way to protect oneself against manipulative advertising is to directly interrogate the terms

and conditions of using the product. Any attempts by promoters to sell you a product without wanting to give you adequate time to make a decision could be an attempted manipulation and you should make them understand that you dislike manipulation and manipulators in equal measure.

Relationship conflicts

Some partners in relationships are good at manipulating their better halves. Relationships experience conflicts and this is normal as well unavoidable. Conflicts manifest due to differing views as well as the rich diversity in terms of gender, religious affiliations, political affiliations, personality, and ethnicity. Manipulators in relationships exploit any sensitive issue to make the other partner do something for them and prefer to play victims. What is interesting is that the manipulated partner may feel that he or she is an uncaring and cruel partner. Like all forms of manipulation, the victim of manipulation is likely to feel exhausted and worthless.

An example of manipulation of in a relationship is your partner accusing you of spending more time at work when you first notified him or her that during that month you will work more to accomplish a due project. A manipulative partner will not fulfill any of the agreed roles and upon putting the person to the task, he or she will remind you that it is you to blame. If these exchanges continue for days, you might start feeling that you are responsible for lack of your partner assisting kids do their homework, delays in paying for utilities and for lack of order at the household. However, your partner just manipulated you by exploiting the gender element of diversity in which he or she made you appear as someone who had absconded the society-influenced gender roles.

It is common in relationships for partners to explicitly use gender to shield themselves from assuming the responsibilities of their actions. There is a chance that when you try to hold your partner responsible for what he or she did that they will invoke their gender to make you appear insensitive and radical on understanding the gender of the affected partner. For instance, if you are a man and are trying to hold your wife accountable, there are significant chances that she will make it appear like you do not understand or respect women, which forces you to stop the exchange.

Regarding defending oneself against manipulation in a relationship you should read the body language of your partner more and make them understand that they are being unfair. Manipulating partner will likely exhibit body language such as gestures, facial expressions, and posture as well as the tone of voice that contradicts the verbal communication. When a partner voices that he or she is okay with your suggestion but his or her body language contradicts the verbal message then you should stick with the body language. Analyzing the alignment or disconnect between verbal communication and body language is critical in determining dishonest claims made by a partner.

Workplace manipulation

There are several instances of manipulation at the workplace but for this example, we will focus on supervisor manipulation of the subordinates. In line with all forms of manipulation, workplace manipulators want the maximum value of results within the shortest time possible. One form of manipulation at the workplace is to issue threats such as disciplinary measures, retrenchment, and transfer and a pay cut. The manipulator understands that workers do not want to invite any of these on themselves and will do anything to minimize facing the consequences of threats.

Apart from issuing threats, a supervisor at the workplace may also exploit the sources of diversity at the workplace to exert undue influence. For instance, a supervisor may rate the output of females and males differently which is meant to force men to work more than women by invoking stereotypes that men are better than women at the workplace. The supervisor may also use the same manipulation based on gender to quell any discontent by making women feel that they complain a lot, unlike men. A manipulator may also manipulate the workplace by playing employees against their ethnicities. For instance, a supervisor may state that he is proud of Hispanics who work more and complain less, which is meant to force others not to speak out as they currently are doing.

Regarding defending workplace manipulation, it is the most difficult to defend oneself against it. Most workplace manipulation can be easily qualified by the standard operating procedures of an organization as well as the code of conduct at the workplace. However, the best way to defend

workplace manipulation is to courteously exert your rights and make the superior understand that you are protected from outright manipulation.

Chapter 19: Guide to dealing with bullying behavior

Bullying behavior exists beyond the school settings. Bullying behavior entails aggressive actions that deny the victim the freewill and sometimes dignity. Bullying behavior is accomplished through aggression, stereotypes, threats, violence, avoidance, enticement and sabotage among others. Bullying behavior is manifest in relationships, workplaces and in politics as well as in social events. In some instances, the individual perpetuating bullying behavior is largely unaware that they are perpetuating bullying behavior. It is necessary that one be armed with the competencies of defending against bullying behavior.

Stereotypes as a tool for bullying behavior

You can be bullied where the offending individual makes fun of your sex, ethnicity, religion, looks and economic status by invoking stereotypes. For instance, women are seen as highly emotional and lazy. African Americans are portrayed as lazy and oriented to crime including dysfunctional families. Hispanics are projected as oriented towards gang violence and reckless sex. Muslims are portrayed as thriving in religious extremism. All these stereotypes can make one feel uncomfortable and force the victim to act without freewill and feel misplaced.

Regarding defending oneself against stereotype as a tool of bullying behavior, one should speak out stereotyping and define limits. When interacting with friends, make it clear to them that you believe in mutual respect and accommodating of other people regardless of their ethnicity, economic status, sex, and religious affiliation. Exerting yourself is important to make the offending person understand that you will not entertain such behavior and actions.

Avoidance as a tool for bullying behavior

Sometimes an offending person bullies you indirectly by ensuring that you are isolated. For instance, a colleague could influence other workmates to simply avoid you, which will bully you into submission to the needs of the offending person. Think of walking into the office and all people suddenly

pretending to be busy working but as soon you leave they manage to hold a hearty conversation and upon returning they suddenly go silent. Some people do not even understand that being isolated from others is bullying behavior.

Regarding tackling avoidance as a bullying behavior one should not compromise when they know they are right in accordance with the ethical code of conduct. Instead, ensure that you meet and speak to each of your workmates making them understand that you have no qualms but they should understand your position. With time, you will win back most of your colleagues.

Threats as a tool of bullying behavior

A common form of bullying behavior is issuing veiled and explicit threats. Veiled threats are communication that warns of dire consequences without using words that explicitly denote a threat. For instance, veiled threats can include things such as the organization prefers workers that score 45 on the appraisal report and at the moment, it is likely to only consider 50. The statement simply implies that the employee should humble and toe the line as he or she output is considered below average. An explicit threat would be if you do not improve your appraisal score, you are likely to be dropped.

Defending oneself against threats requires invoking your rights as an employee. Employees are protected against threats and one should have a basic understanding of threats and make the offending person understand that your dignity is protected against the law. However, it is important to ensure that your productivity and behavior is in line with the guidelines of the particular organization. While you are protected against any form of threats, if you have punctuality issues then your employer still has a case even though he or she should not bully you.

An enticement is a tool of bullying behavior

Believe it or not but enticement can be used to accomplish bullying behaviour. An offending person may make you excited by offers and force you to compromise your stand and dignity. Examples of enticement as a tool of bullying behaviour include recognizing or offering rewards to employees that embrace your bullying behaviour, which in turn motivates other employees to align with your bullying behaviour as a supervisor.

Regarding ways of defending oneself against bullying behaviour, one should speak out by challenging the criteria of enticement. Every worker desires for accolades and awards but this should not be exploited to endorse bullying behaviour. If possible, one should hold the organization accountable to its code of conduct. Most organizations commit to act in an ethical manner in line with the expectations of the public.

Conclusion

In summary, the author managed to define what influence is and differentiate it from the concept of manipulation. Manipulation is considered unethical and self-serving, unlike largely ethical influence. The book went further to offer a discussion of influence in advertising, influence in religion, as well as provided knowledge of ways of ethically handling other people's emotions. Interestingly, the book offers tips and a checklist to spot and stop manipulators. A reader is helped with ways of detecting deception as well as providing tips and workout to increase self-esteem to avoid being manipulated. The read is also offered examples of manipulation in daily life and explaining how to defend from it. Lastly, the book offered a guide to dealing with bullying behaviour.

As such, the author did not just define or throw definitions but presented a concrete approach of influencing people for a person with no experience of accomplishing persuasion. In the same breath, the author presented the discussion to accommodate persons with some basic background of exerting influence in various domains of social interactions such as relationships and workplaces. Where necessary, the author gave simple, relatable and comprehensive examples of how influence and manipulation works. All these should help the reader find this book as informative, illustrative and relatable when discussing ways of one becoming an influencer.

NLP Dark Psychology

Neuro-Linguistic Programming Techniques: The essential guide To Persuade and Influence People, Learn to detect deception, covert manipulation and brainwashing behavior

J.R. Smith

Introduction

What Is NLP?

Did you know that you can put a stop to your bad habits like smoking or eating junk food through hypnosis? Think about how much this could change your life and help you open the door to a more prosperous life! Did you know that you can learn many new and exciting things through NLP practices that may help you improve yourself and your life? Although you may have been unaware, there are many ways that you can use NLP methods to improve yourself and your experience!

Your first question may be, “What exactly is NLP or Neuro-Linguistic Programming?” You may have never even heard this term before, let alone know what it means and what it’s all about! This is a fair and essential question! When learning about any new topic, it’s vital to understand the foundations of it. This could not be truer for the issue of NLP as well!

Neuro-Linguistic Programming was created in the 1970s by a pair of self-help trainers in California. It is an approach that attempts to aid communication skills, psychotherapy, and personal development.

Based on the idea of this therapy, there is a connection between our brains (neuro), language (linguistic), and learned behavioral patterns (programming). It is believed these three things can be changed to alter and, hopefully, improve one’s behavior or accomplish specific goals. The creators of this approach, as well as many others who practice or use it, claim that an entire slew of issues, problems, and obstacles in life can be solved through this self-help therapy. Depression, addictions, phobias, allergies, the common cold, or learning disorders are just a few that are believed to be treatable through this therapy. There have even been claims that some have been treated in as short as a single session!

There are also many different strategies and types of Neuro-Linguistic Programming, and in the coming chapters, we will explore how you can implement them into your life to make positive changes that will, hopefully, lead to outstanding personal success! A few of these strategies are hypnosis, memory alterations, and reframing. Although these may seem like very foreign and even strange concepts to you now, don’t worry! This book will

help you to explore many of the different NLP topics and help you to understand just what they are! Let’s begin!

In this section, we are going to take some time to shift our focus and spend a bit of time looking at NLP. The idea of NLP, known as neuro-linguistic programming, was first developed by Richard Bandler and John Grinder in 1976. This is going to be comprised of three parts including the neuro that is going to focus on the neurology, the linguistics that will reference back to language, and then programming that will refer to the function of that neural language.

These men spent some of their time studying three individuals and their ability to change up the feelings and thoughts that they had. Over the years, many have adopted these ideas, although there is some criticism out there that looks at the legitimacy of the results of the study.

NLP is more of a thought, rather than a process, that can be used on other people. It is more of something that you should concentrate on yourself. The basic ideas that come with NLP are that you want to change the thoughts and the feelings that are inside yourself. Doing this is excellent for those who would like some relief from things like depression, anxiety, and some of the other mental illnesses that are out there. These individuals may feel that there is a specific thought or another belief that is holding them back, and when they can make changes to these things, the individual can change their life.

An excellent example of this would be when someone decides to make themselves believe that they like exercising, even if they disliked it ahead of time. Some people have found that using the tactics that come with NLP can bring them some success. But some have criticized the capabilities of this process and how well it can work for those who choose to use it.

There are going to be some benefits that come with neurolinguistics programming, no matter what side of the debate you are on, but there are some issues because it can be used as a tactic for manipulation. NLP intends to be able to look inward to figure out what makes the person unique and their person. The things that form the beliefs of that person are also going to indicate the quality of life they are going to have. The idea here is that by changing up these beliefs, it is easier for that person to change or improve different parts of their life.

Some manipulators will learn about the NLP ideas and then will use these in more dangerous manners. These manipulators are going to use some of the tactics that come with NLP to try and convince their victims to do things that may harm the victim, but which are going to benefit the manipulator in one way or another.

Now, you may be wondering how someone would be able to use the ideas of NLP to manipulate you. First, we need to take a look at what some of the tactics of NLP are, and then we can see that there are many ways that the manipulator can use this against you.

There is some positivity in this way of thinking, so even for those who don't find this in their lifestyle in the form of manipulation can find that practicing NLP, or at least learning more about how it works, will help them in different ways. Let's take a look at some of the parts that come with NLP in this section and why it can be such a powerful tool.

How We Receive Information

The world that we live in is going to be carted based entirely on what we decide to put our focus towards. What we choose to put all of our energy towards is going to help to build up the foundations for what we think, feel, love, express, work, and do. So basically, the things that we put our focus on is going to make us into the individual we are today, and it is the reason that we are so different from everyone else in our world.

We can see this just by looking at the different areas a person can live in. Someone who has always lived in California is going to see the world in a different way than someone who lives in rural Texas. These are both humans who live in the United States and may have been born there, they are going to have completely different lives, and this leads them to have different morals, beliefs, and perspectives. You are only going to notice what you tune your attention on, and not what other people do. Your world is going to be so different than the one that is going on around you. For example, it is possible that you would work at the same place for years and have no idea how many car dealerships are present on the route that you usually take to get to work. You may take the same streets to the same place for work, each day, every week, and for years at a time, and never realize that you go past three dealerships along the way.

Then, at some point in all of this, your car breaks down and instead of repairing it, you decide to purchase a new vehicle. Once buying a car becomes the goal for you, you may start to realize that there are that many car dealerships to check out. But before that time, the car dealerships were low on your attention, and you may not have even noticed. Oftentimes, this is why people will see signs. The signs that we think to point us in a specific direction is usually just going to be the mind looking for outside validation for something that we already want. For example, if you are considering whether or not it is time to have your first child, you may start to notice things around you that would relate to this. You may begin to notice how many baby commercials are on television, or notice that a woman is holding their baby on the boss. Seeing all these things may convince the person that they see signs and that it is time to have a baby.

In reality, you have just told the subconscious to become alert to all things about the baby so that you can pick up the signs that are around you, helping you to answer whether or not it is time to have a child. Since you alerted the brain that it is time to think about these things, and then it has become more aware of what is going on around it, and you are going to see things related to babies all around. It is incredible how much goes on around us. Because of this, the brain does block out quite a bit, or we would become overwhelmed in the process. We could go for years, maybe our whole lives, without realizing that there is something right in front of us. And then one day, we reach a trigger and then we are alerted to this thing and are surprised at how we never noticed it before, just like in the examples above.

Your Personality Profile

This personality profile is significant because it is what helps us to determine the information that we will store. Think about what are your hobbies, what are your interests, and what are your pet peeves. Think about what makes your skin crawl, what keeps you up at night, and what do you hope for in the future. These are some essential questions, ones that can make us unique individuals, and when they are all put together, they will make up our personality profile.

We all come with our agenda. No matter how much we wouldn’t think of ourselves in this manner, and whether or not we are aware of it in the first

place, there are always some motives or some reasons that we do what we do. For example, if you want to be wealthy, or at least have enough money to live off comfortably for some time, then you are going to look for more ways to make money and to save money. And for some people who want to have money but don't want to work, you may start to look for the best way to take advantage of other people and use manipulation to get what you want.

This goes to show that each person, no matter how pure their intentions, have a different reason, agenda, and motive for doing what they do. Your personality profile is going to determine how you will take in information and then what you end up doing with any of the information that you do take in. The primary forms of consumption, including your social media, television, and Internet consumption, can also take part in your personality profiles. The beliefs and the thoughts of your family and friends and what they share with you can contribute to the personality profile. And even the physical description of yourself, whether you are young or old, masculine or feminine, fit or fat, can all come together to contribute to what will be present in your personality profile as well.

The Animalistic Nature of the Brain

When we decide to take on some of the things that are around us, there are going to be some different questions that we may ask. For example, the first thing that we will often ask about some activity is whether it is safe or not. It is just instinctual for most people, even if they are not fully aware of it. The person may sense danger when it comes near, such as when they choose to not live in one area or another, or when they are near someone who makes them feel uncomfortable.

The next question that you may need to ask about here is whether the task has any value? Putting an amount on certain things will be different based on the person. You may value your job and your status in the work field the most while someone may value their family or their free time more. But even with these differences, there is some level of questioning about whether something is worth the effort or the risk when you make any decision. You also have to determine whether the thing is going to help you accomplish your goals. Even if it looks appealing, even if others recommend it to you, and also if it can do some things, if that tool, idea,

relationship or job isn’t meeting one of your needs, then it is not something that you should focus your attention on.

These wants and needs are going to be derivative of our biology. We may want more money so that we can purchase food or pay for our housing so that we can survive. Of course, this is a pretty obvious one. Another natural reaction of the brain, one that may be a bit subtler than the rest, is our desire to feel accepted and like we fit in. When we lived in a world, or our ancestors did, where forming these groups was necessary for the person to survive, we started to develop a natural urge to prove our worth.

In a typical tribe, there was a lot of roles that needed filled, and each person would be able to prove their worth by fitting into one of these roles. They would be the security, the gatherers, the nurturers, the hunters, and any other part that the tribe thought of as essential for the survival of everyone. Not everyone could be the hunter, but everyone would have their worth, and they would do what they had to prove their value and make sure they were able to stay with the tribe and survive.

We still have these kinds of desires, but they are going to be reflected in different ways. We always want to prove that we have some value, even though this isn't necessary for survival any longer. But we want to show this value so that other people are willing to keep us around. But some people in society will end up mistaking that. A woman could get some breast implants, or other work was done to prove that she is beautiful while putting too much value into her beauty and not on what makes her unique. The same can go for men.

A man may choose to sleep with many different women to prove their masculinity. When we can understand more about our natural biology—that urge that exists in everyone to prove that they have a lot of worth and should be a part of the group—it can be easier to start the process of redirecting our thoughts and changing the way that we look at the world.

Chapter 1: Neuro-Linguistic Programming and Mind Map

Now, we need to take a look at a new topic—the one of mapping out our reality. What everyone perceives is going to be completely different compared to what others see. A set of twins can end up with different outlooks on life. It is more likely that two people from different religious backgrounds and geographical backgrounds are going to come in with some different viewpoints. Still, those that are from places that seem similar might come in with different perspectives on what reality looks like for them, and this is often really surprising to a lot of people.

Social influences will play a significant part in how each is going to act and develop. The background of people in the community can affect everyone. For example, if all of the people in one neighborhood are from more affluent backgrounds, then they are going to have a similar perspective on things. And then these viewpoints would come together and help that area to grow and function in one way. Now, it can go the other way as well. If there is a specific area where more people participate in the crime, lifestyle will likely affect others around. It isn't right for each person, and you are always going to have some exceptions. However, the location is also going to play a significant role in the way that they think. Another thing that can change the reality that we see in our minds is our biological makeup. Someone with a family history of depression and anxiety will directly affect their personality and even the way that they interact with other those around them.

Biological influences beyond just the wiring of our brain play an essential part in the mapping of our reality as well. Beyond just mental genetics—like eye color, skin, hair, and more—you also need to look at the beliefs, thought processes, and personality of the person. Whether it is more about nurture or nature is going to be a debated topic. This is likely a great blend of both that vary from one person to another. The family that this person was born into, as well as the people around them, can all change the way that the person is going to act and think throughout all the stages of their lives.

Meaning Is Very Subjective

Since our realities are so different, meaning will become varied as well. Some people will think that their whole purpose in life is to serve a higher power, such as God. Others may look at this meaning and feel that they are supposed to find happiness. Then, there are lots of those who think that there isn't a meaning to life at all—and whether or not there is one correct answer is really up to debate. Our social upbringing, genetic biology, animalistic behaviors, and personality profiles will end up defining our meaning.

This is part of the problem with the viewpoint of our worlds. Meaning can be subjective because it can be altered at any one time. Someone can spend their whole lives believing in God, and then because something happens in their life, they decide that they are an atheist. The opposite can happen, of course. There are countless stories of people who think that they will never be able to gain their faith, but then they find it and become some of the most active believers out there.

While we are on the topic, religion is so tricky because no one was born believing one thing. They might have always felt an individual spirituality deep down, but the ideas that come with Christianity, Islam, and Buddhist were all things that were taught. Meaning is explained to us in a specific aspect, but we can also go through and create our meanings and definitions as well.

The meaning of life is sometimes not going to be defined clearly for every individual, but everyone has their ideas on what they think is most important in their life. If they don't, that ends up affecting how they feel and act as well. However, you will find that there is a power in knowing that even though you believe something right now, no matter how hard you believe in it, you have the freedom to change your mind at any time. There are a lot of people who don't realize that they have this kind of freedom, and they get themselves stuck in one thing for years and years.

Now, NLP practices helping everyone realize this kind of power inside themselves, the power that they can use to make some changes in their lives. With the right NLP practices, the individual can look inside, figure out what is wrong in their lives, and then make some changes on the perspective they have on anything. Some people will run into more

challenges doing this for some people, but it is something that everyone can try.

Since meaning is something so subjective, it can be comfortable in some cases to alter what others think or how they perceive the world. Many people are lost in the ideas of what they believe that they find it easier to give up the effort required to sort things out and latch on to any insights that others send out to them. When the person isn't able to figure out the ideas on their own or sort through their reality, it is easier for a manipulator to get ahold of them, and this can be dangerous. Some of those who use the practices of NLP end up using them to take advantage of others, merely because they have learned how to plant different ideas in the brain.

They can find their victim and alter the feelings of others, giving what they're masking as a solution to the problem that the lost individual, or the victim, has. In reality, even though this looks like the manipulator is trying to help out and put the good of the victim in front, it is just a way for the manipulator to get what they want or get closer to one of their own goals.

We Are Capable of Changing Our Feelings

People can change their feelings at any time that they want. Whether they did some soul searching and decided to change, or someone gave them the idea or something else, we as humans have a lot of freedom to change the way that we think or feel about someone. This is sometimes a tactic of manipulation that is used to control and persuade other people.

For example, one person can go through their entire lives for not caring whether or not their sibling borrowed their clothes. Then, one day, they will get mad at the sibling for a different thing, and then they lose it over the sibling borrowing clothing. This is a small example of this tactic, but it can be seen in various relationships.

Many feelings can be severe for the individual to overcome, but certain people will take these things and see how far they can push them. As we get older, and our meaning and worldview start to change; it is natural to see how our feelings are going to change as well.

Now, you will find that people are going to change these feelings in different ways as well, not everyone is going to go through and change in the manner that we think they should. There are some of those who don't

change or change just a little, and they go through their whole lives with the same feelings. But then some will make changes every week or more, and it is often hard to keep up with what is going on. For most people, it is usually something in between these two.

Humans like to have comfort, and they will seek it out, just like any other animals. They don’t want to continually change their thoughts or some of their long-held beliefs because they are afraid of what is going to happen. This can sometimes lead to some behavior that is dangerous and destructive, and sometimes, this leads to some patterns that are unhealthy and will stunt the personal growth of the person.

Some people may find that it is easy to change their feelings, and some may realize that it is debilitating to attempt to think or change their thoughts in any way at all. Each person is going to be different, and you are going to see all ends of the spectrum. But that is the beauty of this kind of freedom. You get to choose when you change things. Sometimes, we hold onto the thoughts and beliefs too long, and this can make it hard to grow. But there is a chance that we will change, and that we will change for the better, and that is the beauty of working with NLP tactics.

Chapter 2: Understanding the Dark Triad

Just when you thought manipulation was bad enough, here comes an even darker side of psychology, known as the Dark Triad. The triad is made of up three very distinct, yet interrelated personality types—narcissism, psychopathy, and Machiavellianism. Why are these three referred to as the Dark Triad or the darker side of human psychology? It's because these three terms define the very tactics—manipulation, persuasion, and coercion—that some people resort to in order to get what they want.

The term Dark Triad certainly has a sinister ring to it, and it is a term that many psychologists and criminologists use as a defining predictor that signals criminal behavior in an individual. Let's take a closer look at the three personality traits that make up this trifecta:

Narcissism - The term stems from the Greek mythology about Narcissus, the hunter who fell in love with his reflection when he saw it in a pool of water that he drowned as a result. So consumed was he by himself that he couldn't focus on anything else. Those with narcissistic personality traits often display symptoms which include being boastful, selfish, and arrogant, thinking only of themselves and nothing else. Narcissistic individuals also lack empathy and are extremely sensitive (one might even say hypersensitive) to any form of criticism, because they can't bear the thought of being imperfect or flawed.

Machiavellianism - This term stems from Niccolò Machiavelli, a renowned diplomat, and politician who lived in 16th century Italy. Machiavelli became notorious when his book, The Prince, was published in 1513. This publication was interpreted as Machiavelli's endorsement of the deceit and cunning that takes place in diplomacy. Oftentimes, those who tend to display Machiavellianist tendencies occupy only their self-interest, and they are manipulative and duplicitous. These individuals lack both morality and emotion, and they are not for anything else except for what's going to be beneficial to them.

Psychopathy - Antisocial behavior, manipulative, volatile, hostile, a lack of remorse or empathy are traits which are associated with a psychopathic personality. Psychopathic and being a psychopath are two distinctly

different traits, with the latter commonly associated with or directly linked to criminal violence.

In 2010, Dr. Peter Jonason who was at the time an assistant professor of psychology based at the University of Western Florida and Gregory Webster, his co-author and associate professor of psychology based at the University of Florida came up with what is now being referred to as the Dirty Dozen Scale.

Jonason and Webster developed this scale as a method of measuring the traits that the Dark Triad comprised of. Within the triad, these three personality traits tend to overlap at some point and are characterized by the degree of self-centeredness, exploitation, disagreeableness, and manipulation that takes place. Jonason, Webster, and their team of researchers were trying to determine if sadism could be captured within the laboratory.

They were also trying to discover if these sadistic personality measures could be used to predict behaviors beyond the already established standards that the Dark Triad consisted of. In a second and related study that was conducted, the results interestingly revealed how individuals who displayed a high tendency of sadism, narcissism and (or) psychopathy were willing to act aggressively against an innocent party when aggression proved to be the more comfortable choice. A sadist would show a tendency towards higher levels of attack when it became apparent that their “victim” and could not fight back, unlike other “darker personalities,” it was the sadists who were willing to spend the additional energy and time needed if it meant that extra effort was going to give them a chance to hurt someone else. This was a huge revelation, considering that in the past, other research studies revealed that while psychopaths had no problems inflicting hurt on others, they were much more likely to do so only if it served a specific purpose. Narcissists, on the other hand, were far less likely to engage in aggression unless they felt that their ego was being threatened, while Machiavellians resorted to aggression only if they thought the benefits were sufficient to warrant such action, and only if it involved acceptably low risks to themselves.

The individuals who took part in this study were rated from a scale of 1 to 7, and they were given a score which ranged anywhere from 12 to 84. The higher a participant’s score was, the higher the possibility that they were

individuals with one of the Dark Triad personality traits. Covert manipulative tactics are everywhere we look, from social media to the commercials that we are exposed to, even the sales tactics were bombarded with when we try to make purchases in person. Even children resort to manipulative tactics from time to time, as they begin experimenting with the different ways that work to give them the autonomy they seek. These tactics are even used by the people you love and trust the most, and here are some examples of ordinary everyday individuals who might resort to dark psychology more so than others:

True Narcissists - This one goes without saying. Those diagnosed as narcissists especially tend to carry with them an inflated sense of their self-worth, which means they always have a need to validate this belief by making themselves superior to others around them. Narcissists harbor dreams of being adored and worshipped by the masses, and they will resort to all sorts of manipulative and unethical behavior to get the adoration they want.

True Sociopaths - Those diagnosed as sociopaths often appear intelligent and charming, but their downfall is impulsiveness. Since sociopaths tend to lack the ability to feel any kind of remorse, they take advantage of these dark personality tactics to build relationships which are superficial and not genuine since they're only doing it for their benefit.

The Selfish People - Anyone with a hidden agenda that benefits themselves before others have the potential to resort to these dark, manipulative tactics if the outcome for them is a win.

The Politicians - To get the votes that they need, and to get the masses to vote the way they want them too, politicians are guilty of resorting to dark tactics of persuasion as a means to serve their end.

The Lawyers - Some attorneys will stop at nothing if it means they get to win their case, even if it means they have to resort to dark tactics to do so.

The Salespeople - Just like attorneys and politicians, some salespeople can be so focused on nothing but making a sale that they have no qualms about resorting to manipulative tactics to coerce a buyer into doing what they want.

The Leaders - Not all leaders are there to inspire, and some rely on manipulation to get others to comply with their demands.

The Public Speakers - Not all public speakers can be trusted, and there are some out there who will resort to manipulation if it means there's an opportunity to sell more products to do so.

These are just some of the many examples out there of people who will resort to the more malevolent side of the human personality spectrum, and always for no one else's benefit but their own. German-Danish research conducted recently revealed that while psychopathy, Machiavellianism, and narcissism do make up the Dark Triad, other personality traits could fall within a similar spectrum.

Examples of these include egoism, spitefulness, and sadism to name just a few, and as the research revealed, these malevolent traits all share one common thing, which is that they have a "dark core." It is very likely that if you display any one of these tendencies, you're might tend to the others as well.

Sadists have been mentioned several times throughout this chapter because those with the Dark Triad tendencies harbor within them the potential to overlap into sadistic behavior. You might even have encountered a sadist in your life once or twice. Maybe they're still in your life now. If you know anyone who would purposefully cause another emotional harm and derive great pleasure from it, that's a sadist. What makes a sadist dangerous is that their actions can range from anywhere between petty and severe.

Some common examples of what sadistic behavior might look like include:

- Purposely portraying another person in an unflattering way or false manner with the intent to damage to their reputation
- Purposely repeating secrets which they know are meant to be private
- Purposely trying to get a colleague fired behind their back
- Purposely jeopardizing a colleague's reputation in their absence
- Purposely marginalizing a colleague, family member, friend, or even an acquaintance

- Purposely trying to cause harm to someone else's relationship
- Resorting to bullying or cyberbullying
- Resorting to the theft of intellectual, physical, or financial property

A skillful sadist will set these situations up so carefully that it becomes difficult to prove they were they guilty party involved. What makes it worse is that they will never own up to the responsibility or feel any remorse for the damage that they have inflicted. People may even be reluctant to believe the sadist is behind the chaos because of their charming and likable personalities.

A sadist will intentionally seek out to harm someone else because they believe that it is going to benefit them to do so. They might resort to these underhanded tactics whenever they feel envious or threatened by another, or even if they perceive someone else to be weaker and less likely to retaliate. In some cases, it may not be clear as to why the sadist has chosen to launch an attack on the victim. We don't often think - or want to believe - that the sadist could exist within our own immediate circle of connections, but they do, and they could be your parents, siblings, extended family members, spouse, friends and the people that you work with.

Here's an example of a scenario when a sadist might be lurking in your midst among your family. Let's say this person - John Smith - lost his job not too long ago, and he was struggling with frustration and anxiety because he was having a hard time trying to find another. John seeks comfort and support by talking to his brother about it but requests explicitly that his brother keep the information to himself. John's brother agrees. After some time, John gets an invite to his brother's house for a casual get together. Thinking nothing of it, John is then taken aback when several guests offer their sympathies over the fact that he had lost his job and couldn't land another.

Embarrassed, hurt and angry, John immediately knows that his brother was the one who leaked his secret since he hadn't confided in his troubles with anyone else. When John confronts his brother, later on, his brother denies any knowledge and "has no idea" what John is talking about. John's brother continues to adamantly deny the accusations, making John feel guilty for

suspecting him as the guilty party. It takes John a while to realize that this is not the first time he and his brother have been engaged in the same situation in the past, where John's brother has been responsible for several incidences which cause John either hurt or embarrassment while denying any responsibility.

The sadist could be anyone, anywhere and they're always lurking undercover making you question your own sanity as they purposely inflict harm and hurt in your life and then denying any kind of responsibility for it.

The Dark Side of Manipulation

We know manipulators exist and that they're all around us, but who are these people exactly? What sort of personalities do they have? In a romantic relationship, they're the partner who is abusive and controlling, damaging not just the relationship the two of you have built but taken your self-esteem down right along with it. In a family dynamic, they're the family member who continually creates disharmony and chaos, or the one who always wants to be the center of attention. They could be the sister, brother, aunt, uncle, cousin, mother, or father who makes subtle remarks aimed at making everyone else around them feel inadequate or insecure.

The manipulator could be your next-door neighbor or friend who is spreading rumors and gossip, the one who enjoys pitting one person against the other and then standing back and watching the fight. At work, the manipulator could be that colleague who has a track record for being dishonest and unethical, willing to stoop as low as they can to get what they want and stepping on everyone else's toes on their way to the top. Out on the streets, the manipulators are the criminals and con-artists who rely on deception and distraction to swindle you out of your hard-earned cash, robbing you in broad daylight without you knowing it and them stealthily covering their tracks to avoid being detected.

The manipulator can come in any shape or form, sometimes in the kind of a person you least expect, and among the several things that a lot of these manipulators have in common is the fact that they suffer from some form of personality disorder that makes them who they are. In 1835, physician Dr. James Cowles Prichard proposed the term moral insanity to describe these individuals who, although not technically insane by today's standards, had very significant and distinguishing differences in their attitudes and the way

they behaved when it came to morality, ethics, and their emotional reactions or responses to certain situations. Despite these apparent differences when compared to other individuals, those classified under moral insanity showed very little social or emotional distress over their behavior.

These individuals who had a personality disorder of some sort had a long history of emotional, personality, relationship, and behavioral difficulties that were very significantly different from that of their families or even culture. The behavior patterns exhibited were dysfunctional and intruded into just about every aspect of their life, which created problems in their emotional and personal ability to function, which likely contributes to their manipulative tendencies. Among the personality types that are more like to resort to manipulation include:

i. **The Histrionic Personality Type -** The individual with this pervasive behavior tends to seek out attention and resort to excessive displays of emotion, often referred to as being dramatic. When involved in a relationship, they can resort to highly manipulative behavior to get what they want.

ii. **The Antisocial Personality Types -** These individuals are capable of being manipulative because they hold little regard for the unspoken societal rules that everyone else follows. These antisocial personalities could consist of a range of behavior patterns, which include being unsupportive, chronically unreliable and irresponsible, conning others and for the ones who have no regard for another person's fundamental rights could even resort to criminal activity and show no remorse for it. Clinically, these individuals are incredibly selfish, with lying, deception, intimidation, and even physical assault being part of the many behavioral patterns they could potentially exhibit.

iii. **The Borderline Personality Disorder -** These individuals can be intense, volatile, and unstable when it comes to their self-perception, moods, and relationships. They have little to no ability to control their impulses, and the common characteristics associated with this type of behavior include fear of abandonment, being unstable when it comes to their self-image, social relationships, displaying inappropriate but intense feelings

of anger and paranoia, and even resorting to impulsive or self-damaging acts which include substance and alcohol abuse. This instability could then lead them to perform actions of manipulation.

iv. **The Narcissistic Personality Disorder** - having a narcissistic personality is a disorder which leaves to a sense of entitlement, a need to be admired, and an inflated sense of self-worth. It is not uncommon for these individuals to have a huge ego, and they care little for anyone else but themselves. This lack of empathy for others, arrogance, inflated self-esteem, sense of entitlement which leads them to believe that they deserve to have special privileges and attention can lead towards feelings of jealousy or envy when their needs are not being met.

This high sense of entitlement also leads them to believe that they have a right to punish or exact revenge on anyone whom they perceive as not giving them the attention, due respect or admiration that they think they deserve. Psychologically, narcissism is not capable of genuine self-love, since those who struggle with narcissism are more in love with the comic and idealized, unrealistic image of themselves that they have built up in their minds.

These delusions of grandeur that they harbor within them are just what leads to such dysfunctional behavior, and why these individuals are more often than not described as demanding, selfish, condescending, and manipulative. Their friendships, family life, romantic relationships, and even professional relationships are not safe from their narcissistic tendencies, and what makes it harder is that those with this personality disorder are reluctant to change, preferring instead to expect others to conform to their needs.

Chapter 3: Manipulation and Behavior Conversion

The following chapter will discuss everything that you need to know about manipulation and mind control. Do you want to make sure that you can get others to agree with what you like? Are you interested in getting a better lifestyle, getting people to purchase something, and so much more? If so, then this guidebook is so fantastic, especially if you like to learn about manipulation and how it can help you out!

What Is Manipulation?

When it comes to manipulation, it seems that a lot of people underestimate how powerful it can be and frequently, they will misunderstand what is going on with this art form. It is common to see the word manipulation and believe automatically that the other person is trying to be emotionally abusive, mean, and cruel. We automatically associate a lot of negative traits back to the words.

While people can use manipulation negatively, it is essential to remember that there are some positive parts of manipulation as well. Because so many people see manipulation as a negative thing, it can prevent them from realizing just how powerful of a psychological art form manipulation can be. Furthermore, many people fail to understand that pretty much each of us already uses manipulation in one manner or another—just by living our day-to-day lives. While we may not automatically see this kind of behavior as manipulation, we all will have some degree of practice with using it.

Learning how to manipulate effectively doesn’t mean that you are heading out into the world and trying to create some abusive patterns between yourself and those around you. Instead, it just means that you know what you want, and you have refined the method that you want to use to get it. When it is all said and done, if someone doesn’t want to give in to what you want, they won’t.

Manipulation isn’t all about the pressure put on the other person. The best manipulators don’t force someone into doing something that they don’t want to do. Instead, it is more about helping someone see the value in

helping you and doing what you would like and then building up from there. Before we start to look at some of the techniques that you can use with manipulation, we first need to dig deeper into what manipulation is all about, how and why manipulation tends to work, and when you would decide to work with manipulation in your own life.

To those who aren't fully aware of manipulation and what it is all about, it is hard to see that this process takes up three steps. Most of us will think of manipulation as one thing—there need to be two things in addition to the act of manipulation, which will make sure that the manipulation is successful. These include the analysis, which happens first; and the persuasion, which is going to take place for most of the conversation with the victim but is primarily going to show up after the manipulation. Understanding that there is more to the art of manipulation than just the act of manipulation itself is going to help you understand more about what can make the process more successful. While beginners may think that they can do it without the persuasion and the analysis aspects, you will quickly find that the results aren't as good if you miss these two parts and that you are less likely to get the things that you want.

Can Someone Use Our Map of Reality Against Us?

Once we can define our world, it is often easier to go through and pinpoint all of the things that tend to make your world unique. Some people will then start to exploit this kind of individuality in the hopes of trying to connect with you on a more personal level. For example, you may meet someone new, and they might be able to notice that you like henna tattoos, and in an attempt to get a bit closer to you, they go out and get one. But then you find out that they are doing this to get something from you.

This is an example of a manipulator. The manipulator has found a way to break into your world by disguising themselves as someone they can relate to. When in reality, when they are just trying to distract them from getting closer. There are times when people are going to come into your life to make you rethink your choices based upon your world. They might make you question whether this idea or this new person or the unique situation to fit in with your own beliefs? Are you sure that you are not going against anything you believe in? If you encounter an excellent manipulator, someone more of a master at it will make you question your morals, and

then when your beliefs become vulnerable, they are going to swoop in and see whether or not they can take advantage of that.

Let’s take a look at an example of this. If you know someone and they know that you are a somewhat religious person, they may try to manipulate you by using religion against you. They may be able to use that to their advantage and play on your weaknesses. They may know that as a religious person, breaking your moral code can end up causing a lot of pain. They can even use guilt and some of the other tactics of manipulation about the things that matter to you to make sure that they get what they want.

Mimicking Your Body Language

Hence, the first thing that we are going to take a look at here is the idea of the manipulator, and of those using NLP tactics, using mimicking body language to help them. Those who are good at handling these kinds of tactics will start to mimic the body language of the victim they are working on. This helps the victim feel like there is a closer connection with the manipulator, and they often don’t even realize that it is happening.

Hence, if the victim is standing with their hand on their hip, then the NLP user is going to do the same thing. If the victim is overly confident, with their chest puffed out and their arms crossed a bit, then the NLP user is going to do the same thing. The point here is that the manipulator is going to pay close attention to their victim and the body language that the victim is using, and then they will copy that. This helps to form a connection between the victim and the manipulator, letting the victim know that the manipulator is someone they can trust and depend on.

In some cases, a masterful NLP manipulator is going to be able to start similarly talking to the victim. Hence, if someone is overly enthusiastic, the NLP user might feed on that enthusiasm, exerting a good mood and overall happiness as well. This can also go the opposite way in terms of personality. If the manipulator comes across someone who seems more pessimistic or someone who complains often and likes to share negative views, then the user of NLP is going to work on matching this and will send out the same kind of attitude in the process.

The manipulator may even use the sense of touch to their advantage, touching the other person a bit to form a stronger connection. This can be a

bit violating, but some people are so thrown off by this kind of touch that they aren't able to notice that the manipulation is going on. This can often happen in the workplace, and even in a school setting. A teacher or a boss may come up behind the student or the worker, and then places a hand on their shoulder this can seem friendly in some cases, but it is often one of the ways that are used to exert power over the other person, or the victim. To make sure that the situation doesn't become uncomfortable, most people and most victims will allow the other person to touch them. While the victim was trying to avoid a scene, the manipulator was able to gain more power only by using the touch.

If you want to make sure that someone isn't mimicking your movements or trying to use NLP on you, try to do some strange things, things that you wouldn't usually do, and then check to see whether the other person is working on the same thing. Maybe you can find a funny trick that you can do with your hand, like tapping the top of your head lightly as you talk. You can move your eyes around rapidly, or tilt the head to the side back and forth.

If you do some things that are out of your norm, and you notice that the other person is doing them as well, then there is a high probability that they are trying to use some of the NLP tactics on you. This is the same idea that you can do for anyone who tries to touch you during a conversation or at work. If you don't feel like being affected by this person, don't stand by being quiet; take some time right then and there to call that person out. You don't have to make a big scene, but politely asking them to stop will usually get them to let up and not doing it again.

Now, it is essential to realize that some people will adopt the mannerisms and behaviors of those around them because that is how their personality is. This is more of codependency, rather than a tactic of manipulation. To figure out the true intentions of the other person, you may need to look at that person and figure out what they are likely to gain from the situation. If they don't seem to be taking anything from you as they do it, then this is a sign that it is behavior that is harmless.

Cold Reading

Another thing that can happen with NLP tactics is a process that is known as cold reading. This is when the manipulator is going to try and convince

you that they already know more than they do. Some people who do this already include psychics, fortune tellers, mediums, and mentalists. They will use it to make the victim feel like the manipulator is more aware of specific facts. Those that know how to read cold can pick up on your verbal cues and your body language very quickly and can soon understand how you work and who you are. From there, they can use a series of guesses to figure out information, to analyze what they see in your body language, and other responses that the victim gives to learn whether they are right or not.

For example, a psychic could start with a group and tell these people that they are speaking with someone, and that person has a name that begins with J. Now, most people in the audience likely knows someone in their life who died and had a J name, so these people might assume the psychic is talking about someone they knew. The audience member may even speak up and say something like, “My uncle Jason just died.” The supernatural will then go with that audience member, playing off their body language, and making some small, and very general guesses, that the member of the audience can relate to their own life.

Confusing Phrasing

Those who like to use the tactics of NLP are going to love gibberish. They will say some quick phrases, or they may hide certain words in bulky sentences so that they can sneak in the real meaning of what they would like to speak to the victim. This is something that we can regularly see in advertisements. Maybe there will be an overload of information. Listen to a commercial that has some medication or another being advertised. In this one, the whole business is going to talk about the medicine and how great it is, and then in the last little bit, usually just a few seconds, there will be a rapid reading that contains all of the cautions and the warnings that a patient should know about taking that pill.

This kind of thing can also be seen in the different types of interactions that we have with people. You will find that younger kid, and even teens can be useful for this. They may ask for permission to get or do something, and then they will start with all of the reasons why someone would say yes to the request. Then, in the end, they will rush through any of the reasons that the parent or another person would tell no to the application.

Someone who is using NLP is going to make sure that they stay pretty vague on what they say. They could go with jargon that is quick so that you can be distracted, or they will be so general that you become confused about the actual intentions because you can't stick with any of the words or thoughts. An excellent example of this is some of the political phrases that have become popular over the years. Obama used "Change' in his campaign, which is something that could appeal to anyone. This is something that many manipulators can use too. They will stick with sayings that are vague so that they can appease the most significant number of those around them.

These manipulators may say things like "I'll take care of it," and then they won't offer up any ideas or explanation of how they are going to fix that problem. Then, other manipulators might include those that leave out any information that might alter the perspective of the victim, and they will choose to stick with general information.

Using Your Wants Against You

The last thing that we are going to take a look at is the idea that manipulators and NLP experts are going to learn how to use your wants, or the desires of their chosen victim, against them. Those who are skilled in using NLP are easily able to tell and know what they want. This is because they have wants that are serious as well. While everyone has their individual and unique experiences, ones that can keep them apart from others, it isn't uncommon for many of us to share the goals. Achieving fame or fortune or reaching true happiness can be big ones.

You will find that those manipulators who are good at using NLP are practiced at knowing what people want. They can then use these desires against the victim to get what they want. Remember that the manipulator can feed off the emotions of their victim, and the manipulator isn't going to care how your feelings affect you, but how they can use these emotions against you. For example, they may be good at finding those who want more attention or seek the approval of others and then prey on them to get what they, the manipulator, wants.

Those who can use the tactics of NLP are going to be more dangerous than the manipulators who we talked about before. These individuals can take it a bit further, and they can take the time to study how the brain works, and

then can use this to their advantage. If you feel that someone is using these tactics of NLP against you, then you may find that it is harder to deal with and avoid compared to regular manipulation, and often it is harder even to recognize. But the good news is that you can continue to use the same techniques that we talked about before, earlier in this guidebook, to deal with these kinds of manipulators as well.

NLP is a decorative technique that individuals can use on themselves if they are interested in learning more about themselves and making changes to the way that they think and view the world. But if these techniques are used in the hands of the manipulator, it can be a dangerous tool, one that is hard for the victim even to recognize, much less fight against.

How and Why Does Manipulation Work?

Despite what it may seem, manipulation is going to work efficiently. For the most part, people are going to be automatically wired to say no to something the first time that they hear about it. This happens if whoever is asking the question is someone the victim doesn't know or trust already when it is someone that the victim trusts, they are more likely to think about the subject and there is a higher odd of them saying yes.

Let's assume for a moment that you don't already know the other person and that you haven't been able to build up their trust before you work to manipulate them. As a result, any time that you ask the other person for something, they are just going to tell you no. The idea that comes with this one is pretty simple. We do not typically like to take things from people who we do not have trust in. It is sort of like taking candy from a stranger or letting a stranger do something for you that could potentially leave you vulnerable and exposed to some threat. These are things that we wouldn't do. When someone we don't really know or trust asks you for something, there is always going to be that natural inclination to say no to them because we don't have enough confidence and history with this person to know what the result isn't going to be devastating in one way or another for us in the end.

The same is going to be true of others when you try to manipulate them. If you ask someone for a favor, there is a high chance that they will also say no to you, unless you already know them and have built up trust with them. Of course, there are steps that you can take that can help you build up those

feelings a bit quicker so that you can get that yes much faster. With some practice and a bit more knowledge about the different manipulation techniques, you will be able to manipulate others and get a yes from them in no time.

Bad Manipulation

There are a lot of different types of manipulation that are available throughout the world—and often, we are going to think about the wrong form of manipulation. This is because most of us have heard about manipulation from books, movies, and the news. These sources are just going to spend time talking about manipulation and all of the bad things that had happened when someone used manipulation. How many times, for example, have you turned on the television and heard about some group or cult who took advantage of someone, or maybe a smaller group of people, and gotten them to change their whole personalities and more? You may have heard about some people being willing to kill, attack, and do more, even though they were the calmest and most controlled person in the world before this all happens.

Now, this is a little extreme, but there are many times when the manipulation is going to be seen as a negative thing. When this happens, it usually is because the manipulator is looking to get what they want, to gain something, without caring what happens to the other person. They may even want the target to become dependent on them to ensure that they can come back and use that person as often as they would like.

The target in this situation is often going to be the one who is harmed or hurt in some manner. Whether harmed physically in the process or are just led to believe that isn't worth anything at all, you will find that it can be damaging to the target. The one person who is going to be able to benefit with this kind of manipulation is the manipulator.

When Would I Need to Manipulate Someone?

There are quite a few times when you would have the desire to manipulate someone else. One example of this is a salesperson who wants to make a sale. Through the use of some of the strategies we will talk about for manipulation, the salesperson would be able to develop any opportunities that are needed to easily and quickly establish a rapport. Once that rapport

is set up, they will find that the sale with the victim, or the customer, in this case, is going to close quickly.

People are much less likely to give you the answer of no when they trust you, and you can get them to take the time to listen to your offer. This can also be true when it comes to making any recommendations as needed, requesting someone to help you, and pretty much any other time that you are trying to get your way. The idea is that if you would like to convince someone else to get what you want, you will make sure that you are never harmful to someone else in the process, you could use manipulation to help you get the thing that you want.

When Should I Avoid Manipulating Someone?

Despite all the power that can come with manipulation, there are going to be some times when you shouldn't use it at all. You will find that people can't be manipulated unless there is some willingness for this to happen. If you come across someone who is entirely against agreeing with you and doing what you are asking them to do, there is no way that you can go in and change their mind without calling on manipulation tactics that are often seen as abusive, cruel, and harsh.

If you want to master the art of manipulation, you must make sure that the delicate boundaries are kept, and that you work on the right strategies, without being harmful to the other person in the process. There are going to be times when the victim says no to you, and as the manipulator, you need to respect the no that they give. Of course, this doesn't mean that you have to give up completely, you could still call on some of the tactics of persuasion to see if you can organically get the other person to change their mind. However, you should not try to force the other person to change their mind or opinion. When you try to force your ideas on the other person, this is where the concept of manipulation starts to turn into a bad thing that needs to be avoided.

How Do I Spot Manipulation?

All of us want to make sure that our needs are getting met, but most of us are not going to rely on underhand methods to make this happen. A manipulator on the other side of things is more than happy to covertly influence someone with abusive tactics or indirect and deceptive tactics.

There are many times that these manipulators may seem like they are courteous and friendly, and they can be good at flattery. They know how to make the other person feel important, but in reality, the manipulator only does this as a way to achieve their ulterior motives.

Manipulation can go the other way as well. Sometimes, they will lean more to using hostility and abuse to gain what they want. When this happens, the objective with that person is to gain power, more than trying to achieve anything else. In some cases, the victim won't even realize that they are being intimidated consciously.

There are a lot of weapons that a manipulator likes to use, and they are not afraid to bring as many of these out to help them as physically possible. They could use foot-in-the-door, reversals, evasiveness, sympathy, apologies, fake concern, comparing, denying, complaining, simulating that they are ignorant or innocent, and so much more.

If they can use a method to get what they want, no matter how underhand it may be, the manipulator isn't going to feel bad for using that to their advantage. Some manipulators are going to deny that they made specific promises, that certain agreements had been reached, or even that a conversation had ever occurred. They can also blame their victim for something that the victim didn't do so that they can gain power or sympathy. This is an approach that is used to break out of an agreement, promise, and date. You may even see a form of manipulation with parents who like to use bribery, such as "finish your dinner to get dessert."

Another thing that you can watch out for with manipulation is that the manipulator is often going to voice assumptions about your beliefs and intentions, and then they will react to these as if they were right. This is one of the ways that they can justify their actions or feelings. At the same time, they will continue to deny what the victim has said in the conversation. The manipulator may act as if something has been decided on or agreed upon when it hasn't, because this can help to put down any of the objections that you could have about that situation.

This small request is followed by real demand, and this one is usually a lot larger. The victim may find that it is harder to say no to this second request because they have already said yes to the other one. If the victim does try to say no to the second request, the manipulator is ready to jump in and act

like the offended party. They will turn around the words of the victim quite a bit, and they will make sure that they are the one is hurt in this scenario, in the hopes of getting the victim to do what they want. They are very skilled at making sure that the situation is about them and their complaints, and that puts the victim on the defensive, even though they had been willing to help out with the original request.

Faking concern is another technique that a lot of manipulators are going to use to get what they want. This method is a good one because it can undermine the confidence and the decisions that come with the victim because the manipulator is willing to use warnings and worry about the victim.

Another thing that you can look for when it comes to manipulators is the idea of emotional blackmail. The manipulator could use guilt, shame, threats, intimidation, and rage to get the victim to do what they would like. Shaming can be used because it will create some self-doubt in the victim and could make them very insecure about what they have said or done. Oftentimes, the shame is going to be hidden in a type of compliment, such as saying, “I’m surprised that you of all people would stoop to that!” In some cases, the blackmailer is going to try and frighten their victim with anger, to force that victim to sacrifice their own needs and wants. If this doesn’t end up working for them, the manipulator could switch from being frightening to being angry. The victim will notice the change and will feel so relieved at the difference that they will agree to do whatever the manipulator wants.

You can also watch out for what is known as passive-aggressive behavior. When you have trouble saying no to the other person, you may agree to things that you don’t want to do—and then you can still get your way by forgetting, being late, or doing it halfheartedly. In most cases, passive aggression is going to be a way for you or the manipulator to express hostility. Forgetting on purpose can help you to conveniently avoid the thing that you didn’t want to do in the first place, and enables you to get back at your partner.

Of course, sometimes, we do this without realizing it. Maybe we do forget to do something because we don’t hold it as necessary enough to remember. Sometimes, it happens without meaning to hurt the other person we don’t

want to do it. However, the manipulator is going to take it a bit further and will try to get the other person to do what they want, or will get out of something that they don't want to do, by conveniently forgetting or not doing the work the way that they should.

As you can see, manipulators are going to come in all sorts of shapes and sizes. It is hard to know for sure whether you are dealing with a manipulator or not because they often can use many faces, and often, you are pretty close to them from the start. A manipulator isn't going to be someone who randomly comes into your life one day. You already know that these brand new people need to build up your trust, and that can take some time. For the most part, when you are being manipulated, it is going to be by the people who are close to you, a friend, family, or even a coworker.

Learning the signs of manipulation, and asking yourself the right questions to see whether manipulation may be going on can be the first steps to take to help protect yourself. If you know what is going on and can speak out about it from the beginning, you will find that it is easier to avoid the manipulator. Manipulators want to get what matters to them. If the other person is putting up a big fight or has caught on to what the manipulator is doing, then the manipulator is going to find someone else.

Some Examples of Manipulation We Can Find in Our Day-To-Day Lives

Manipulation is all around us. There are so many people in our daily lives who are looking to manipulate and convince others to go along with what they want to the point that it can feel like everyone is out to get the others. There are a few situations where manipulation can become more apparent, and when you look through a few of them, you may start to realize that you have already dealt, or are currently dealing with, a few of these examples below:

Home-Court Advantage

Someone who is trying to manipulate another person is always going to try and gain the upper hand in the situation. They may find that it is easier to invite their victim to a meeting, or to interact in another way, in a physical space where the manipulator will be able to exercise more control and dominance. The manipulator may choose to meet with their victim to

discuss something in the car, office, home, or in some other space where they feel more ownership and familiarity, while the victim may not be familiar with these at all.

The victim will usually agree to meet in this place because they think that the manipulator is friendly and hospitable. This allows the manipulator to have the upper hand that they are looking for, but the victim is not going to realize that this is what is going on until it is too late.

Allowing You to Speak First

Many manipulators like to acknowledge their victim to speak first. This can work in several ways. First, the victim is going to leave with the false sense that they were the ones in charge. Also, they might think that the manipulator was deferring back to them, but in reality, the manipulator likes to let their victim speak first so that they can get a baseline for where the victim is, sniff out any of the weaknesses, and then uses this to their advantage along the way.

This is something that you will see with sales quite a bit. The salespeople will ask their victim some general and probing questions. This allows them to establish the baseline of the victim's behavior and thinking. From here, they can get a good idea of your weaknesses and strengths. This type of questioning will have a hidden agenda, and we may be able to find it in other places of our lives, such as in personal relationships and the workplace.

Changing Around the Facts

If the manipulator can change up some of the facts that are present in the discussion, they are going to do so. They are primarily going to do this if they find that changing up the circumstances will put them in a better light. There are a lot of examples of this that we can see in our day-to-day lives. They may show a one-sided bias of the issues, or work with exaggeration. Sometimes, the manipulator will strategically withhold information that is key to the victim, making the right decision. They may try to blame the victim for causing their victimization; they may deform the truth; they may lie and make excuses up as well.

Adding in Lots of Statistics and Facts

Some manipulators like to use the idea of intellectual bullying against their victim. This is done when the manipulator presumes to be the expert and the one who is the most knowledgeable in certain areas. The manipulator is going to be able to accomplish this technique by taking advantage of their victim using alleged facts, statistics, and some other data, especially if this information is stuff that the victim may not know much about.

We may see this kind of tactic when we are looking at financial and sales situations. In these, the professional is going to presume that they have the expert power over you, and they hope that because of this, they will be able to push through their agenda onto you easier. Some people like to use this kind of technique just for the benefit of feeling a sense of intellectual superiority over other people.

Overwhelming You with Red Tape

In some cases, the manipulator is going to work to overcome their victims with the use of a lot of red tapes and a lot of procedures. This is a tactic that is known as bureaucracy. This is going to include a lot of laws and by-laws, systems, paperwork, committees, and a ton of other roadblocks that are put in place solely for the idea of making the life of the victim more difficult. In addition to helping the manipulator have the upper hand over their victim, the manipulator could use this technique to delay any truth-seeking and fact-finding. It is an excellent way to distract the victim who may be catching on to the manipulator, and it can help hide the weaknesses and flaws of the manipulator while ensuring that they can evade scrutiny as much as possible.

Raising Their Voice to Showcase the Negative Emotions

The next thing that the manipulator could do is raise their voices to make sure that the victim knows that they are going through negative emotion. This can often happen during a discussion to showcase a form of aggressive manipulation. The assumption of the manipulator here is that if they project their voice and make it loud enough, or if they display enough negative emotions, the victim is more likely to submit and give the manipulator what they want.

Along with the loud and aggressive voice, the manipulator is often going to work on their body language to get the message across a bit more. They will

make sure that their body language is active, such as standing tall or using a lot of gestures that show anger, excitement, and more to increase the impact of what they are saying.

Surprises That Are Done in a Negative Manner

Some manipulators like to work with surprises that are considered harmful to put their victims off balance, and because it allows them to gain the psychological advantage. There are several ways that the manipulator can do this. They could low ball during a situation of negotiations, or the manipulator could have a sudden profession that they won't be able to come through and do the thing that they had promised before.

In most cases, the unexpected negative information is going to come to the victim without any warning. This makes it hard for the victim to prepare and try to counter the move in the way that they would like. In the end, the manipulator could ask for some additional concessions from their victim to continue working together.

Limiting the Amount of Time to Decide

One technique that can be useful for a manipulator is to limit the amount of time that the other person gets to make a decision. When the victim feels like they are limited to time, they are more likely to go along with what the manipulator wants, even though not sure about the decision and they were not provided enough time to think it all through, and this is what the manipulator wants to see happening.

The idea of giving the victim little time to decide on things is a collective negotiation and sales tactic. This is where the manipulator is going to put some pressure on the other person to make up their decision, often before the victim is ready to make that decision. When you apply the tension and the control over the other person, the hope is that they are going to crack and then they will give in to the demands of the aggressor.

Poking at Your Weaknesses

Some manipulators are fond of making critical remarks, but then will disguise these remarks as sarcasm and humor. They can do this to make their victim feel inferior and less secure, but the fun helps the manipulator

to save face and look better when the victim starts to get offended. In the process, they can make the victim seem less secure and inferior.

There are a lot of examples that come to mind with this one. The manipulator can have comments that will range from your personal belongings, your credentials and background, your appearance, and the fact that you came into the office just a few minutes late and seemed to be out of breath. The manipulator likes to point out the things that you did wrong so that they can impose their psychological superiority over the victim.

Criticism and Judgment Against You

This behavior is going to be distinct from some of the other practices that we have discussed. In those, humor was a kind of cover that the manipulator could use to say what they want, and then turn it back against the victim. However, with this one, the manipulator is doing away with the joking and is outright just picking on their victim.

By continually marginalizing, ridiculing, and dismissing their victim, the manipulator can keep their victim off-balance, while also making sure that they, the manipulator, can maintain their superiority. The aggressor would use this tactic to deliberately foster the impression that there is something always wrong with their victim, and that no matter how hard the victim tries, they are going to be inadequate and never good enough to meet the standards of the manipulator.

The thing here is that the manipulator only wants to focus on the negative and the bad things that go on. With regular criticism, there may be some bad things that come up in the discussion, but the other person is going to provide some feedback and some solutions that the victim can work on. With manipulation, the manipulator is just going to focus on the negative without giving any constructive or genuine solutions, and they never offer any meaningful ways to help the other person. They like to say and do things that will make the other person feel bad.

Using the Silent Treatment

We are all guilty of using this one at some point. We will get mad at someone, or feel that they slighted us in some manner, and we will stop talking to them. We think that we are making them suffer some when we

don’t give them our attention all the time and that by making them sweat it out for a bit, we are more likely to get what we would like.

Many manipulators are going to use this tactic as well. By deliberately not responding to the reasonable emails, text messages, calls, and other communications from the victim, the manipulator is going to presume the power. They are making the victim do all of the work, and this can place some uncertainty and doubt into the mind of the other person. The silent game is a head game, where the manipulator can use silence as a form of leverage against the victim.

Pretending to Be Ignorant of What They Are Doing

The next type of manipulation that you may run against is what is known as feign ignorance. This is pretty much the game of playing dumb. When the manipulator pretends that they don’t understand what their victim wants, or what the victim would like the manipulator to do, the manipulator will then make their victim take on what is their responsibility and can make the victim break a sweat a bit.

There are a lot of examples of this kind of behavior in our modern world. Sometimes, we will see children using this tactic when they want to delay, stall, and manipulate adults into doing for them what they aren’t interested in doing, such as cleaning their rooms. We can also see this kind of tactic in adults as well. Sometimes, grownups are going to use this kind of behavior or tactic when they are trying to hide some information, or if there is some obligation or task that they are trying to avoid doing.

Guilt-Baiting

The manipulator may choose to work with guilt baiting to target the vulnerabilities and emotional weaknesses of the target. The manipulator can do this to coerce the recipient of giving in and agreeing to demands and requests that are pretty unreasonable. Several examples can come up when you are trying to use guilt baiting as a type of manipulation technique. This could include holding the victim responsible for the success and happiness of the manipulator or holding the victim accountable for the failures and unhappiness of the manipulator. The manipulator may also rely on targeting the victims’ soft spot and unreasonable blaming.

Victimhood

There are a lot of different examples of victimhood that can come from a manipulator. This could be things like the person playing that they are the martyr, powerless, and weak. They could try to deliberately be frail so that they get more favor and sympathy from those around them. Sometimes, there are thought of or exaggerated health issues, along with imagined or exaggerated personal matters.

The purpose of this kind of behavior is to exploit the goodwill of the recipient. It can also utilize the sense of obligation and duty, the guilt, and the protective and the nurturing instinct of the other person to get concessions and benefits that are unreasonable and that the victim likely wouldn't give to other people who weren't in the same kind of situation.

Modern Advertising

Often advertising is seen more as a form of persuasion compared to just being a form of manipulation but sometimes, it can be both. There are many well-known advertisers out there who will focus on using manipulation techniques to help them get what they want out of the other person. They can use foot-in-the-door, which shows you what other people want the product and more.

Many of us like to think that we are too smart to fall for the manipulation that is in commercials, online, and more, but as time goes on, many marketers are becoming even better at their jobs. They are supposed to convince you to go and purchase one product over another, or also to buy the product when you don't need it. If they are successful, you will part with your money to get the product, and the company can make some profits.

Even if we think that we can't be manipulated by advertising, this isn't true. Any a time that you go to the store and purchase a particular product over another, there is at least a partial inclination to do so because of advertisements that you saw. Sure, you may pick it for the price, or because it tastes good, or because it looks good on you as well, but at least, a small part of your decision was because of some advertising that you saw in the past.

As you can see, there are many different examples of manipulation that can show up in your day-to-day life. Depending on the people you spend your

time with, you may find that there are a lot of different types of manipulation that could show up in your life. Learning what these are, and how to use them, can also ensure that you can get the results that you want when you are trying to manipulate someone else.

What Are Some of the Advantages of Using Manipulation?

Manipulation has been given a bad reputation. Frequently, we hear about manipulation in a lousy way, understanding that it is going to harm the target or cause issues for others, while the manipulator gets to run off and enjoy what they want and in some cases, this is just what manipulation is all about.

However, there are also times when the process of manipulation can be a good thing. A salesperson trying to sell a car to their target is making sure that the goal gets the vehicle that they want. A family member who is trying to get their child into therapy after a drug addiction may use manipulation to get them the treatment and the help that they need. Moreover, if you have ever heard a spiel about a fundraiser or a good cause, there are going to be some forms of manipulation present there as well.

There can be several valuable benefits that come from using manipulation. Whether you are working with manipulation in a good or evil manner, you will find that the manipulator and sometimes, the target can see a bunch of advantages in the process. Some of the benefits of using manipulation include:

Can Help You to Get What You Want

The main reason that people like to work with the idea and the process of manipulation is the fact that it allows the user to get what they want. In a world that there are wants other than time, knowing that you can walk into any room and talk to any person you wish to, and get them to agree with you or do what you want, can make a big difference. It is an enticing thing that many people are interested in learning more about, but few can learn how to make it all happen. It doesn’t matter what you want to get out of someone else manipulation is going to help you to get there. Whether your intentions are good or not, manipulation can help you out. You could want the other person to help you out with a project or grab something for you for lunch when you are too busy to leave the office, or it could be

something much bigger. Manipulation is going to be able to help you to get what you want.

Can Make You More Confident

You may find that working with manipulation is a great way to help yourself gain some more confidence. Many times we give up the things that we want because we are too shy, or we are too worried about what others think about us. We may even be worried that the other person is going to say no to us, and we aren't sure what we are going to do once the other person does tell us no about something.

However, when you are working with manipulation, you will learn the right techniques that are needed to make sure that you get what you want. You will learn the things that you need to say and do to ensure that your target will always agree with you. Think of how much this can help build up your confidence if you know that you can walk into any room and get the other person to agree with you, no matter what you ask.

Can Help You Get in the Relationship That You Want

There are times when you will be able to use manipulation to get someone to go out on a date with you and to ensure that you can get into the relationship that you are looking for. For those who have had trouble and some struggles with finding someone to go out with them in the past, this could be some welcome news. It may be that you need a little bit of confidence and a bit of communication, and you are set to get someone to go out with you.

You don't have to make this something that is sneaky or evil. Plus, that is not going to be the best way to get a new relationship up and going. However, you can use some of the techniques that we will talk about in this guidebook to help you to get that relationship going.

For example, if there is someone who you are interested in, you can use a few different techniques. Maybe you start to spend more time with them in an intellectual setting so that you can get more comfortable with each other, and learn more about what they like and dislike. This can help you to tailor your message to work the best for the personality of that person.

Another option to work with is the foot in the door method. This is where you would get them used to a bunch of small requests first so that they get in the habit of saying yes to you. You could ask them for help with a project, ask them if they think that you are a dependable person, and then slowly lead into asking them if they would be willing to go out with you. After they have spent some time getting that person to say yes to you, once you bring out that big request, they are more likely to agree, and you can get the date that you want.

Can Benefit the Other Person

If you are correctly using manipulation, you will find that it not only benefits you, but it can help the target as well. There are two main types of manipulation, and some of these are just going to benefit the manipulator, and others are going to be able to help all of the parties that are involved.

For the first group, the manipulator is just going to work on gaining their benefits.

They don't care what happens to the target. The manipulator may be just fine taking advantage of the target, and even causing them harm, as long as the manipulator can get what they want out of the situation. This can be hard on the target. Oftentimes, they will take years of abuse and mistreatment because they don't even realize that the manipulator is in their lives.

In these situations, the manipulator has made it so that the target feels they have no choice but to go with the manipulator. There is a codependent relationship going on here, and the objective is more than willing to agree to what the manipulator wants, even though it may not be the best for them. It can take a lot of work to get out of this situation, and it can go on for many years before any changes.

In the second situation, the manipulator is a bit nicer. They aren't going to focus so much on only getting what they want, although this is a part of the endeavor. The manipulator will be able to get what they want, but the target is going to be able to get what they want in the situation as well. The objective is not going to get harmed in this situation—and the manipulator is going to try to do something that will benefit and help out the target.

An excellent example of this is a salesperson. If the target goes out to get a car, they are going to deal with a little manipulation in the process. The salesperson will want you to go with a particular brand or type of car, or maybe the most expensive vehicle that they can because this helps them to get more back in commission. They will push what they want at the target, and the target can decide if they're going to get the vehicle.

Can Help Out a Certain Cause

There are times when manipulation is used in a manner that can help out a particular cause. If you have ever received an email or seen a commercial for some specific reason or fundraiser, then you have seen this in work. With all of the different types of charities and fundraisers out there, these organizations need to be able to convince you that it is best to spend your money with them, rather than with someone else and because of this, they are going to use a lot of manipulation on those who see their message.

No matter which organization you go with, and even though the organization is using some manipulation against you, it is still going to help someone else. The money is going to help some individual, animal, or another group that needs help—and this can end up benefiting everyone. The organization can help, those who need the help get the assistance that they need, and you get a feeling of doing something right and even a tax break at the end of the year if you choose to do it.

Can Help a Business to Make Some Money

One of the most significant places where we see manipulation in our day-to-day lives is from advertisements. There are thousands of companies in our country, and each of them is trying to work and get your attention, and convince you to spend your hard-earned money on their products, rather than spending that money on something else. In any of the advertisements that you have seen in your life, whether they are on the radio, on a website, on social media, print, billboards or somewhere else, you know some form of manipulation in place. Companies know that they need to be able to use manipulation against the other person, or their target audience, to get them to make the purchase.

The Negatives of Manipulation

Even though there are a lot of benefits that come with using manipulation, there are also some negatives that can show up as well. Unless you have a lot of experience working with manipulation, things could likely go wrong. The first issue is that manipulation can backfire, and often in a big way.

Many people can sense when they are being manipulated, and once they sense it, it can bring out a lot of resentment. If someone thinks you are trying to manipulate them, exert power over them in a sneaky way. Likely, that person isn't going to trust you in the future, and if you were successful at manipulating that person, even if they aren't begrudging about giving you what you wanted, they might start to withhold something from you to make sure they get even.

It is even possible that the manipulation is going to turn into a power struggle. Your target won't like it if they find out you have been playing with their feelings. Once they start to feel like that is what is going on, the power struggle is going to escalate, and trust can go right out the window.

Another issue is that we will sometimes try to manipulate others before we even think. Before we even know what we want, or before we also evaluate the possibility of asking for it directly, we may habitually go right towards manipulation. This can sometimes lead to the assumptions that can destroy the relationship that you have.

There are a lot of forms of manipulation that can become habitual when we are in a relationship. These can include guilt-tripping, abusive criticism, and complaining, to name a few. Another layer to all of this power struggle is going to develop, even if we didn't intend this to happen in the beginning and this all happens because we become too casual about our use of intimidation, emotional blackmail, and manipulation.

Besides, the manipulation isn't always going to be enough to satisfy. If you got someone to do something because of manipulation, how do you know it is something that they wanted to do or not. For example, if you bought a car because of a sneaky sales pitch, is there still a chance that you will purchase another vehicle. If the manipulator got what they wanted, but the price was a sense of secrecy and mistrust, is that want the manipulator wished to?

It can be tempting to use manipulation to get what you want. It seems an easy way to get what you want out of the other person, without using a lot

of time working on trying to do the work on your own. You won't need to convince the other person to say yes but in the long run, if it doesn’t end up benefiting the target, or it doesn’t make sense for others to help you, then it isn’t the best option for you to choose to go with. Some people are going to find that working with manipulation can work well for them. They may be able to perfect this kind of process and can get others to do what they want, without a lot of issues along the way, but for most people, this could end up being disastrous if they are not careful. You have to learn the right techniques to use to make sure that this is a successful endeavor and gets you what you want out of life.

Chapter 4: Simple Mind Control Techniques to Use

While we will take a look at some of the manipulation techniques that you can choose to use on your target, we are going to start with some of the methods that you can use with the idea of mind control. Mind control is a more intense version of manipulation, where the manipulator is going not just to influence the thoughts and decisions of the target but also to control every aspect of that target—whether it is their thoughts, actions, or feelings.

In this chapter, we are going to talk about some of the real mind control techniques that were traditionally used not just by ordinary people in interpersonal relationships but also in a group. Understanding how these work can help you either to use them if you need to influence the other person or to be aware of the manipulation that could be done against you. Some of the most common techniques of mind control that can be used will include:

Isolation

The first technique that can be used in mind control includes isolation. Humans are very social creatures. They like to spend some time talking with others, spending time out in public, having close friends, and family, and spending their time in more social situations. When we take this social aspect away from many individuals, it can change the way that they look at life.

Complete physical isolation can be the most powerful. This is when the subject is taken away from all contact with others, including email, social media, phone calls, and physical contact. This is something that has been seen in cults and with other groups. They will often take the person far away from others, and then the only human contact that the person can have is with the captors.

Now, this total physical isolation can be tough to do, and it is usually only done in really intense situations. If you are trying to use manipulation, you typically don’t want to go through and completely isolate the target—but it

is common for a manipulator will usually try to attempt their destination mentally as much as possible.

There are several methods that the manipulator can use to get what they want with the help of manipulation. They could include some seminars that last a week in the country and isolate the person from what they would usually do. They could be a lot of criticisms of the person's family and close friends so that the target feels bad and stops seeing them. It could be jealousy that keeps the target at home and limits the amount of influence that anyone outside the manipulator has on the person.

Once the manipulator can control the information that goes to the target, they can share information, withhold information, and do anything that they would like to continue influencing the target as much as they would like. The objective is going to become reliant on the manipulator, and this is how the manipulator can work and get what they want from the target. There are no outside influences to tell the target that something is wrong, or that they should watch out, and this traps the goal even more.

Peer Pressure and Social Proof

All of us like to feel like we can belong in a group. Some are centered on the idea of fitting in, and they strive to do everything that they can to be the life of the party, or to be liked, and so much more. Also, introverts spend more time at home rather than going out and partying and socializing all of the time, like to make sure that others like them, and that they fit in.

A manipulator can work to use peer pressure and social proof against you. They know where you tick when it comes to fitting in and getting others to get along with you. They will convince their target to do something because others do it, or because it is the best way to help you to fit in. Whether or not it is true, it is likely that the target is going to agree to it and will go along with what the manipulator wants.

Those who want to manipulate a bigger group of people, such as those who want to get others to donate in their cause, are typically going to use social proof, and even some form of peer pressure, to brainwash the newcomers. You will find that social proof is a phenomenon where some people assume that the actions and beliefs of others are appropriate—and they understand that because everyone else is doing it, then the effects are justified.

It often doesn’t matter what the other action is at all. This is why we see a lot of people participate in activities that may not be regarded as acceptable in society once they get in with a group. This can work well when the individual is already uncertain about what they should think, how they should behave, or what they need to do. When people enter into these situations, they are going to take a look at what others around them are doing, and then choose to do those same actions, no matter what they are.

The manipulator can use this to their advantage. If they find a new target to work with, they will need to either implement them into a group of others who have been manipulated by that same person or try to convince the target that everyone else is doing the activity. Only by using this social proof and some peer pressure if others are involved, the target is more likely to go through and do what the manipulator wants.

Criticism

Criticism is used as a tool for isolation, but there are times when it can be used all on its own. Manipulators like to use criticism because it can make the other person feel insecure and like they are doing something wrong. The objection can be on a lot of different topics, from the clothes the person wears, how they look, who their friends are, and even their beliefs.

When a manipulator is trying to work with criticism, they often like to mask it behind a compliment or make it sound nice, with a little jab at the end. This allows them to use the criticism, but then fall back on the idea that the other person, their target, is just being sensitive or misheard them if the target becomes upset about the criticism.

Usually, the criticism is going to start pretty small. The manipulator won’t want to start with something big because no one likes to be criticized, and if you start with something big, you will find that the target will just run off and not be around you any longer. The manipulator knows how to make comments that sound just a little bit hurtful and can plant a seed of self-doubt but which aren’t huge or even that noticeable.

They could start with something like, “I didn’t know that green was your color. I think you should ditch it.” This one says that you don’t look good in that color and can make fun of the clothes that the target is wearing. They may even choose to say something like this when you got dressed up and

excited for a night out, or when you are wearing your favorite outfit. There wasn't necessarily anything mean about the thing that they said—but it was enough to plant some self-doubt in the person, especially given the tone and the situation at hand.

Over time, the manipulator is going to start making more obvious criticisms, to place some more self-doubt in the minds of the individuals they are directed at. This can make the target more reliant on the manipulator, because they start to feel like there are so many flaws in themselves, and that no one likes them. They see the fact that the manipulator is still near them as a sign that the manipulator cares, and they will start to do more and more that the manipulator wants in appreciation.

The manipulator may choose to criticize the outside world so that they have a better chance of claiming their superiority. According to the manipulator, you should feel so lucky that they choose to associate themselves with you. They make themselves seem important so that they can convince you that they are essential, and you should feel great that they want to spend time with you.

Forming a New Identity

This is one that is more likely to occur during the more extreme forms of manipulation, but it is still something that we need to take a look at. In some situations, the manipulator is going to try and redefine the identity of their target. This is going to ensure that they can get more of what they want out of the person. If they can get the aim to give up their old way of thinking and doing things, and end up with a blank slate, they can go through and fill in that blank slate with anything that they want.

In this case, the manipulator wants the target to stop being themselves, and they want them to become a robot, someone who is willing just mindlessly to follow their orders. Using all of the methods and the different techniques of mind manipulation that we have talked about in this guidebook, the manipulator is going to try and extract a confession from the target, some kind of acknowledgment that the target believes the manipulator is a right person and doing a good thing. Of course, there can be some slight variations to this, but it is pretty much the same idea no matter how this form is used.

At the beginning of this technique, it may be something that seems pretty insignificant. The manipulator may be trying to get the target to agree that the other members of the group are fun and loving people. It could be the manipulator trying to get the target to admit that at least some of the manipulator's views are valid. This may seem like a pretty simple thing to work with, but it is priming the target to start thinking with and agreeing with the manipulator on some items.

Once they can get the target to agree with them on some of the little things, it is much easier to get them to move on to some of the bigger things. Before you know it, out of the desire to be consistent with what you do and say, you would then find that the target starts to identify themselves as one of the group.

This is something that is going to take place in the long term. It is impossible to change the whole personality of someone in just a few weeks even. This can sometimes take a few years or more to happen. The manipulator knows that if they try to push the ideas on their target too quickly, the target is going to run away because they know what is happening. However, when they are brought into the group slowly and given time to think about it and learn more about it, they will find less resistance in the long run.

This idea can be compelling if the target knows that their confessions were filmed or recorded. Many manipulators are willing to record some of the things that their targets do and say. This allows them to have physical evidence to use against the target if the time comes. This may be a form of blackmail, but it is an effective way to make sure that the individual can stay in their place when it is needed. Besides, if the target ever forgets, this physical proof is going to show the new identity and shows the individual who they are now.

Repetition

The more that we hear about something, the more likely it is going to stick. This is one of the methods of mind control that a manipulator can use to their advantage if they keep repeating their message and using the same tools on their intended target to get what they want.

Constant repetition is another powerful persuasion tool. Although it may seem like a simple tool, easy to be effective, the act of repeating the same message as much as possible will ensure that the word is familiar and more comfortable for the target to work with. When the repetition combined with some social proof, it is going to ensure that the message is delivered without fail and that the manipulator can get what they want.

The existence of affirmations, which is a technique that is used in self-improvement, is another proof about how well repetition can work. If you can persuade yourself to believe or do something through repetition, then think about how easy it can be for someone else to use repetition to manipulate you to think and behave in a certain way as well. This method may seem simple to work with, but it is valid and will provide the manipulator with some of the best ways to get you to do what they want.

Fear of Being Alienated

No one wants to be alienated. They want to feel like they are a part of the group. They want to feel accepted as though they belong. This is never more apparent than when we see a newcomer. When someone is new to town, or to school, to work, or somewhere else, you will notice that they are trying to figure out how to join into the group and get them to accept them. They are worried that they are going to be alienated, and to avoid this, they will do everything in their powers to get others to like them and go along with them, and this is where the manipulator can come in and get what they want.

Newcomers who start to join a new manipulative group are usually going to receive a warm welcome—and they will form some new friendships that seem to be much more profound, and have a lot more commitment and meaning behind them compared to anything that they were able to experience in the past.

There are several reasons for this one. First, this gets the target to feel welcome and more indebted to the group, and the manipulator. They are thankful that they have these deep connections, and it is usually easier to get a friend to go along with something as compared to a stranger, so it works to the benefit of the manipulator as well. Add in that the target is scared to be alienated, then they are going to do what they can to keep the relationships going strong.

If any doubts end up arising in the future, these relationships are going to become a powerful tool to ensure they stay with the group. Even if they aren't completely convinced, the target will start to remember their outside world, the world that they had before joining this group, and it is going to seem cold and lonely. They will instead choose to stay with the group, even if there is some manipulation going on.

Fatigue

How well do you make decisions when you are tired? Do you find that you want to go to bed, and this makes you tired, irritable and very moody? Oftentimes, the decisions that you make are going to be questionable, and you may agree to do things that you would never have agreed to if you had gotten enough sleep.

This is another technique that the manipulator can use against their target. They know that their target isn't going to be able to make some significant decisions during this time, and they are going to use this to their advantage. They will make sure to find you when you are the most tired, and then make the requests that they want during this time.

Fatigue, as well as sleep deprivation, is going to result in anyone feeling tired, both mentally and physically. When the target is physically exhausted and less alert, they are going to find that it is hard to stand up against some of the persuasion that someone throws at them, especially if it is done by someone skilled in persuasion and manipulation.

You don't have to go very long before this power of persuasion can start to take effect. This is terrible news for the target, but good news for the manipulator. According to some research that has been explored in the Journal of Experimental Psychology, individuals who have not slept for 21 hours straight were more susceptible to suggestion.

Think about how many times you may have missed out on one night of sleep. If you are a parent, have stayed up too late working on a project for work or school, or ended up going out with some friends and staying out too late, you have quickly gone for just 21 hours without getting the sleep that you need—and sometimes, you may go even longer. However, with that short amount of time, it can be enough for you to not think in the

manner that you should, and the manipulator can get what they want out of you.

Think about what would happen if you were able to go for a more extended period without sleep. If the manipulator could catch you after a few nights of the baby teething, or a few nights cramming for an exam, what would they be able to convince you of that you would never agree to in the past?

What the manipulator worked to create was a situation that was going to keep you awake. This is usually seen as something a bit more extreme, but it is possible that the manipulator will go through a process to isolate their target, and they may even work to make sure that this person isn’t able to get the amount of sleep that they need. If they could limit the amount of sleep, maybe allowing the target to have only a few hours of sleep a night for a week, or keeping the target awake for 30 hours, think about what the manipulator would be able to get the target to agree to in the process.

Chapter 5: Personalities Likely to Manipulate

What Makes the Narcissist a Dangerous Manipulator?

It’s not just arrogance and vanity that contribute to a narcissist’s delusion of superiority—it’s the grandiose idea that they are more important than everyone else around them that leads the narcissist to believe they are special enough to warrant getting anything that they want. They see themselves as being better than everyone else, and they only want to associate with those whom they deem to be on the same level as they are. What makes the narcissist such a dangerous type of manipulative personality (which is why it is part of the Dark Triad) is because they don’t just believe they deserve respect and recognition—they demand it. They've created a skewed perception of reality in their mind in which they are the star of their show, and everyone else is merely a supporting player.

Anything and anyone that is perceived as a threat just waiting to burst the bubble of their fantasy world is going to be met with extreme reactions which could include defensiveness, warnings, and even outright rage. Since they have a constant need to be praised, admired, and recognized (also though they may have done nothing outstanding), maintaining a healthy relationship with a narcissist becomes nearly impossible. The connection is doomed to be one-sided from the start, a relationship where mutual benefit does not exist since the only one that stands to gain anything is the narcissist.

Since they genuinely believe they deserve to get anything they want because they’re better than everyone else around them, they expect everyone to automatically bend over backward and comply with their every demand without question. To the narcissist, anyone who doesn’t meet their requirements or go along with what they want is considered useless and invaluable. Should you be brave enough to deny their requests or even be so bold as to ask for a favor in return for the help you’ve given them, it won’t take much for them to fly off the handle and react aggressively in anger, outrage or even emotionally torture you by subjecting you to the silent treatment.

The narcissist is a danger to your mental and emotional wellbeing for the simple reason that they have no regrets and will be more than willing to take advantage of exploit you for their gain without shame or remorse for their actions. This inflated sense of self-worth leads them to believe that they are entitled to treat you any way that they see fit, and they'll never see their actions as being wrong or immoral in any way.

In several ways, the narcissist has almost earned their spot in the Dark Triad, and one of the biggest reasons why is that they view everyone else around them as objects to be used. To the narcissist, you exist for no other purpose other than to serve their needs, and that is it. They will never stop to think twice about taking advantage of you, only to discard you when you no longer serve any useful purpose to them. They can be both malicious and oblivious at the same time, blinded mostly by their self of entitlement. They are incapable of thinking how their actions could have consequences on everyone else, even if you were to point it out to them, they'd dismiss and refuse to believe you.

The narcissist will demean you, bully you and belittle you if it means they're going to get their way. If they feel threatened by you or perceive you as trying to "push back" against them, they resort to putting you down to inflate their already inflated ego. In their mind, this is how they neutralize their "enemies," by stomping on them until they feel too insecure about rising and challenge them in any way. Threats, bullying, insults, shaming, dismissiveness, and ridicule are just some of the many tactics they will employ in an attempt to get you back in line and put you in your place.

Manipulators and Their Covert-Aggressive Personalities

When it comes to aggression, there are two categories they could fall into. They either resort to overt-aggression or covert-aggression. When someone is obvious, direct, and open in the manner with which they choose to stand up or fight back, that's over-aggression. This is a category the manipulator is unlikely to fall into since they never want anyone to know what they're really up to. No, a manipulator prefers to go with the second option, which is covert-aggression, a method which allows them to be deceptive, subtle, and underhanded enough to hide their true intentions. However, a very powerful manipulator will know how to use both traits and harness the combined power of both, avoiding any outright displays of overt-aggression

while still being able to intimidate another enough to get them to do what you want. Covert-aggression is a manipulator's preferred mode of operation when it comes to interpersonal interaction.

Covert-aggression is not necessarily an act that is reserved for manipulators alone. Almost everyone has engaged in some form of covertly aggressive behavior now and then. Occasionally have to resort to covert-aggressive action for one reason or another does not mean you have a covert-aggressive type of personality. When you habitually repeat this type of behavior the way a manipulator does, then it becomes part of your personality. Manipulators with covert-aggressive characters rely on a steady diet of control, deception, and manipulation to keep them going. This tactic has become a part of who they are, and their preferred way of dealing with everyone else around them to get things done the way they want it to go.

For those who have never experienced it first-hand, they might have a hard time understanding why victims of manipulation have a hard time realizing what's going on, and why they fail to see that they're being taken advantage. It can be tempting to brush the victims off and assume that they're foolish for allowing themselves to be manipulated in that way. That is until you come to understand that there are excellent reasons why the victims fail to realize they're being manipulated until it's too late.

Chapter 6: NLP and Depression

If you're like millions of people in the world who struggle with depression, this is an essential chapter for you! Although depression can be treated and handled in several ways, Neuro-Linguistic Programming might be another option for you! You may have tried other options or strategies in the past, and maybe they haven't worked, or they haven't helped you in the way you've hoped. You may even be hoping to try a form of treatment that avoids and doesn't require medication. Whatever reason you have sought out this book, there is no doubt you will gain valuable information on the topic and how to use it in your specific way.

Reframing

The first strategy of discussion is called reframing. This means to see the situation in a different light or to put a different spin on it so you can view it differently! This strategy is intended to help you look at the more positive side of things, rather than any negative aspects. An example of this would be the following scenario: Imagine you have a son or daughter that often acts unruly. Always disagreeing and stating their strong opinion. For many, this may be frustrating, and you may view it as disrespectful or a negative personality trait on their part. However, when practicing reframing, you would instead want to realize that your son or daughter is independent and strong-minded in a right way and that this could be very helpful and beneficial to them in the future.

Maybe instead of being upset by this, you may want to think of it more positively and be happy about it. To help you out, even more, you can use a step-by-step process to help you change your thinking and get you more accustomed to reframing.

The first step you would want to practice is to identify your bad or unwanted behavior. This may be addictive sleeping, procrastinating, comfort eating, or sloppy time management skills. This will involve beginning brutally honest with yourself to admit what's wrong. Now, internally communicate with the part of the body that is associated with negative behavior. This is your way of mentally and verbally recognizing that one, there is a problem and, two, you're confronting it.

Next, choose a positive intention and reaction to the negative behavior. For example, if you think a friend is mad at you and your afraid you're going to get in a fight with them, instead of choosing the adverse reaction, like, getting defense and yelling at your friends, try to instead think about how you can act calm, cool and collected just in case there ends up being any confrontation. Step number four is to find three different approaches to a problem. Brainstorm different ways you could approach the situation and make sure they are all on positive rather than negative.

Now, evaluate these three different approaches and ask your subconscious to accept them. You will feel your body take the ideas when it feels like peace and calms about the plans. If your body and mind seem to reject the plans, reassess the three previous plans you just had, and then try this step again. Now, think ahead to how this new, learned behavior will affect you in future situations as well as relationships. Will the change be positive? Do your body and mind accept this behavior? Do you feel that this is the best course of action? How will this behavior affect your work and social life? These are all critical questions to be asking yourself at the end and final step of reframing.

Memory Manipulation

The next NLP strategy you can use to combat your depression is called memory manipulation. This strategy is all about a situation and how you view it based on your personality, beliefs, morals, and opinions. What is so interesting about this topic is that two different people, who witness the very same event or experience the very same situation, can have completely different viewpoints of it. This is because everyone, based on their personality, morals, and beliefs interprets the event or situation utterly different than the person standing right beside them.

In order to understand this strategy, let's attempt a little exercise. First, think about a significant memory that you feel a certain way about, but you wish you felt differently. You will want to choose a memory that there is still quite a bit of emotion attached to, so you may find that this memory is somewhat recent or of great importance to you. It also means that this memory is also one you feel discomforted and upset by and you, therefore; wish there had been a different outcome and lasting memory. Now, do your

best to relive this memory. Go back into your mind and watch yourself within the memory.

Remember every single detail that you can; this includes sights, smells, location, the people (if any) that were there and any conversation that may have happened. Now, after remembering it one time through, remember it again but this time, put a border around it as you see it. It can be a border of anything—flowers, a solid color, food, rainbows, etc. Now, see if this changes how you're feeling about it. Now, try remembering it again, but this time, remember it and play it through in your head in black and white.

How do you feel now? Is memory better? Keep remembering your specific, chosen memory, and keep making these small changes until you feel an emotional difference behind the changes. Whatever makes you feel most positive and even happy, then follow that change. Now, you can begin to play around with the memory you have of the people in your mind as well. If you feel anger towards the person or people in your mind, try imagining them instead in a funny way. For example, you can imagine your boss as a giant marshmallow or your mother with the face of a cow. Try to find something that makes you laugh and thus, changes the emotion that goes with this memory. Finally, you can play around with the sounds you remember in specific memories to change how you remember them and the feelings surrounding them.

To do this, remember your chosen memory again and change the speed of the way people are talking. In the first round, make them speak fast. Does this make you laugh? Does it make you feel happier about the memory than you may have previously? Now, try to slow down the dialogue in your mind. How does this affect the way you feel about the mind now? In a third cycle, try making everyone's voices high pitched and squeaky. How does this version of the mind make you feel? Finally, in a fourth cycle, remember the memory and bring yourself through it but now make the voices inside of it deep. When the memory is like this, how do you feel about it? After four cycles of this, you should be able to tell which version of the memory makes you think the best. Hence, choose that version, keep it, and whenever it comes up again in the future, do your best to remember it in that specific version.

Collapsing Anchors

In another strategy, called collapsing anchors, you can alter anything that, when you first think of it, instantly fills you with negativity, anger, regret or unrest. To do this, you will want to try the following exercise. First, choose something that makes you feel negativity. For example, that fight you had with your co-worker last week. Now, hold up one of your hands, straight out in front of you. Imagine the memory or the person you chose right there in your hand. You want to remember the person or the memory so vividly that you see it there, sitting in your outstretched hand. You want to feel like the person or mind you chose is sitting in the palm of your hand.

Now, at the same time, stretch out your other hand. In this hand, imagine a ball of light that is filled with whatever makes you most happy in this world. This should be a memory, a feeling, a person, a hobby, or even a combination of these things. You want this ball and whatever you choose to put inside it, to fill you up and grow larger and larger and larger. Allow the happiness of it to overcome and fill you up. Allow the ball of joy to increase so large that it overtakes whatever or whoever you have put in your other hand. Now, in the future, when you remember that person or that event, train your mind to think instead of the massive ball of happiness and whatever was inside of it rather than the person or memory. If you find yourself struggling to imagine this, keep doing the exercise over and over until it becomes more comfortable and more successful.

Pattern Interrupt

Our last NLP strategy to tackle depression is called pattern interrupt, and it has a lot to do with self-talk and the way you speak to yourself. So much of depression stems from what you do to yourself (including the way you talk to yourself) instead of what happens to you. Changing your mindset and how you speak to yourself can help you in massive ways if you’re struggling with depression. An example of this strategy would be to run through a typical conversation you have with yourself daily.

Chapter 7: NLP and Anxiety

There is a possibility that if you have sought out this book, you may be having some struggles or frustrations with anxiety. If you have these struggles, you're not alone! Thirty-three percent of the population will develop some sort of anxiety disorder within their lifetimes, and, furthermore, nearly the same amount will have complaints about their doctor and his or her method of treatment. Hence, if you're looking for an alternative option, look no further!

First, it's essential to understand just what is causing your anxiety. Your anxiety is based on something you're afraid of and its consequences. For example, if you have social anxiety, you might be frightened of what possible bad things can happen to you when you're in a social environment. Another important aspect of your anxiety that is important to understand is that although there probably are simple solutions to whatever your fear may be, you instead choose to think of grandiose solutions that are entirely unrealistic.

Reframing Your Anxiety and Its Symptoms

Your very first technique when it comes to anxiety is to reframe your anxiety and the symptoms you're experiencing. To do this, picture yourself having a typical bout of anxiety and what that looks like for you. For example, you have anxiety when your boyfriend or husband is late coming home. You've arrived home, it gets late, he isn't home yet, he hasn't called, and you begin having anxiety thinking about where he might be, what he might be doing, who he might be with—and you lead yourself to believe absurd ideas, like he is never coming home again, and he is probably cheating on you.

There are a few factors here. First, you need to agree and come to terms with the fact that you have created the anxiety and your panic. You're the one who got all worked up and began telling yourself these things. Is there or was there ever any real, factual proof for any of your thoughts? Chances are, the answer is no. If so, you have just identified your first problem. Now, think of your strategy. What thought process led you to believe these things? What did you tell yourself? Are these things grounded in facts? Or,

are you making things up and jumping to conclusions? Think about your train of thought during your anxiety and identify the good and the bad.

Furthermore, ask yourself if you could explain this train of thought to someone else. If you can, you have now identified another problem. This is because you are so sure of these things that are causing you anxiety that you have convinced yourself so much that you could also convince another person. That's how deeply you have overreacted. It's important to identify this harmful process. Next, think about this same situation that is causing you anxiety and talk about it out loud but, this time, as if you're watching someone else do it.

Does this seem realistic and like a normal thought process? Chances are, your answer is no. Now, you have fully realized, from many points of view, why this thought process that is causing your anxiety is causing you so much frustration and negativity. You now need to teach yourself to choose a different thought process. You can do this by self-talking yourself through different scenarios and choosing positive trains of thought rather than negative.

Accessing Resources and Accessing Solutions

The next technique you can use to tackle your anxiety problems is by doing something called accessing resources and accessing solutions. Oftentimes, there are events or certain things in your life that trigger your anxiety. This technique focuses on that trigger and helps you to cope with how this trigger and the situation makes you feel as well as how you can solve this. First, you need to identify your problem and its trigger.

For example, maybe at work, when your boss speaks to you in a very short way, it creates anxiety for you because you feel like he or she is angry at you or treating you unfairly. Now that you've pinpointed the problem, it's time to tackle it. You can do this by asking yourself a series of questions. For example, "What do you want to achieve by solving this problem?" "What do you want to happen to make you feel relieved?" "How will you know this problem is solved?" or "If and when this problem is solved, how and what will you feel?" Answer these questions honestly, and reflect on the answers.

You may start to realize that you've answered quite a few questions for yourself, especially as to how you can solve your problem just by exploring it with those questions. Next, you're going to ask yourself another series of questions. This time, you want to think about times when the problem that leads to your anxiety isn't happening.

Then, ask yourself the following questions: "What are the times when you feel the problem isn't as bad or doesn't exist at all?" What were you doing at that time? Were you doing anything differently than you usually do or anything out of the ordinary? You may realize that with these questions, your eyes are opened to times when your anxiety is lessened and maybe even nonexistent. If you find yourself realizing this, focus on your behavior at this time and how you can teach yourself to have that behavior more consistently.

However, if you find that this second set of questions doesn't apply to you, move onto one last set of what is referred to as "miracle questions." For example: "Imagine, one night, as your sleeping deeply, that the problem or problems that cause your anxiety have magically or by some miracle has been solved. You have no idea how this problem was solved, as you were deep asleep but when you wake up, how do you know the problem or problems have been solved? What's different? What gives it away? This may give you some answers to how you need to change your train of thought or attitude to make this change happen and avoid your anxiety.

Trance and Utilizing Relaxation Anchors

Another technique you can use is trance, as well as learning to utilize relaxation anchors. The very first way to do this is to teach and train yourself to stop flexing and tightening certain muscle groups that cause you to be tenser and thus more anxious. Some of these vital muscle groups might be your jawline, the muscles in your forehead and clenching your hands. If you find yourself growing anxious or experiencing the problems you usually do when your anxiety presents itself, take a second to check these muscle groups. Are they flexed and tightened? If so, take a second to fix this and then see how you feel!

You may not even realize how big of a difference this may make in your anxiety levels! Next, pay attention and focus on you're out breathing rather than when you breathe in. When your body experiences anxiousness, it's

natural to quicken and tense up your inward breathing movements. Instead of allowing this to happen, focus on breathing out in a calm, relaxing way. This may help to calm you down if you're experiencing anxiety. Lastly, you want to focus on the mental imagery you have in your head.

As humans, we spend a large portion communicating with ourselves inside our heads. This communication includes mental imagery, and oftentimes, people who experience anxiety on different levels have negative mental images that they are feeding and creating for themselves. Train yourself and your mind to avoid this. To do this, you can start training yourself on a daily basis.

For example, throughout your day, keep track and be aware of what mental images are coming into your mind. When you experience a negative one, immediately put a stop to it and replace it with a positive one. This will take quite a bit of self-talk and self-discipline, but if you commit to it and persevere, you will be surprised and pleased with just how much of your anxiety and thinking you can change!

Anchoring

Finally, one last technique you can use for any anxiety you're experiencing in your life is through something called anchoring. This is also similar to classical conditioning. The entire point of this technique involves finding what external cue is triggering an internal response and learning to change this external cue to change your response.

For example, you have a severe fear of monkeys, and when you see monkeys, you become internally scared and frightened. This triggers your anxiety. In order to change this behavior, you want to train yourself to make a link between the external cue and the internal emotion. To do this, you want to associate whatever the cue may probably be with something positive rather than negative.

Hence, for example, if you have a fear of monkeys, you would want to train your mind to associate the sight of monkeys with something you really love, for example, your children or your favorite memory instead of a stream of terrifying made up outcomes as to what might happen when you come in contact with monkeys. Or, you can even choose an object to change the emotional attachment to the cue. For example, when you see the picture

of monkeys, you can choose an object that you greatly connect with or something that means a lot to you and concentrate on that to avoid the negative emotion that triggers your anxiety.

You can even bring this object with you to physically look at it and focus on it instead of focusing on the emotions of fear, anger, or sadness. One other way you can use anchoring is through sound association. Just as with the last previous options, you can think of a sound that means a lot to you or that you associate many happy memories with and use that to help curb the emotions that trigger your anxiety. For example, when you see monkeys or pictures of monkeys, you can try to think of the sound of your grandfather’s voice or the sound of your baby laughing.

You can train your brain to think of these things instead of fear and thus, turn your upsetting emotions into happy ones. Finally, the last tool you can use for anchoring is the idea of an important relationship to combat any negative feelings. When you see the cue to whatever causes the trigger, you want to train your mind to think of the positive, happy relationship you have chosen instead of your negative emotions.

Chapter 8: Subliminal Persuasion

Understanding the Subconscious Mind

Subliminal persuasion is a term that is found in advertising quite a bit. It can often be associated with the idea of tricking someone into picking up a message, but oftentimes, the person doesn't realize that they are picking up that message. This kind of persuasion is done on a level that it is hard for the victim to pick up on how it is being done quickly.

This is just another of the tactics of manipulation that many people are going to use on those around them. Subliminal persuasion might not be seen as something as harmful or invasive as the other topics that we have discussed in this guidebook, but it is still something that can influence the victim, often without the victim even being aware of it, which makes it dangerous. Also, compared to the other forms of manipulation that we have talked about in this book, subliminal persuasion is often the hardest of them to detect, which makes it the hardest to combat.

The idea that comes with this subliminal persuasion is that it can send out influences to others, influences that stay below the detectable conscious human level. Those who are being manipulated in this manner aren't going to realize what is going on until it is too late. In some cases of manipulation, one can recognize that it is happening at that time. But for the most part, those who are manipulated in this manner can go for years before even realizing that this has happened.

How Does the Subconscious Mind Work?

There are two parts of the brain, the conscious mind, and the subconscious mind. Our subconscious mind is going to work the hardest out of the two. This part is never going to shut down, even when we sleep, and it is always on the lookout for what kind of decisions we need to make. Depending on the situation, it will make these decisions before we even realize what is going on.

Even when we are resting and letting our conscious mind take a break, the subconscious is putting on various movies for us to look over, in the form of dreams. This part of the brain has so much information available to it that

it can create things like dreams, daydreams, delusions, and other forms of dissociation in a way to process all that it knows.

It is impressive how limitless our brains are. There might be several things we can know, but it hasn't been found yet. So far, researchers have only been able to make assumptions on how now they think that the brain can go. And even though we can pack information into the brain all day long, all without feeling like we know too much, many of us are happy working with the knowledge that we already have.

It is incredible how powerful our subconscious mind is. It is going to consume an estimated 95 percent of our brain, but we don't necessarily have full control over it. This part of our mind is often believed to be the reason why we develop specific fears, or why some people have certain addictions. If you had ever had a time when you had the emotion or a thought, but you weren't sure why you were having these, that is probably because the subconscious sent it your way for one reason or another.

Your subconscious mind is always working, no matter how much you may have been slacking off before. Remember that one time that you decided to stay up all night to finish a test or a project? You may not specifically be able to recollect that night, but your subconscious sure can. It's what's reminding you to get the work done on time, rather than procrastinating again so that you won't have to pull an all-nighter and deal with that pain and worry ever again.

You will find, if you delve deep enough and explore enough, that the key to many of our known issues is going to lie directly in our subconscious. Why might someone think that dogs are scary? If they took a look into the subconscious mind, the most likely would see that they internalized something dark in their past that in turn made them more fearful about dogs.

Even though we are learning more and more about our subconscious mind each day, there is still so much that we don't know. And it is possible that we will never fully understand or learn about the subconscious or how it works. But this certainly doesn't mean that we shouldn't give it a try. The more that we can understand how the brain works, on all levels, the better we will get when it's time to fix it in the long run.

The subconscious mind is going to play an important role when it comes to affecting the way that you behave, in shaping the way that your personality will be, and many other aspects of your life. Many people don't understand how the subconscious mind is going to work, or what kinds of mechanisms need to be in place to govern its operation.

To get a better understanding of how this part of the mind works, you can remember that it is going to handle all of the things that we are not necessarily conscious about at any given time. For example, you may have a fear of public speaking. And this fear could come from the unconscious belief that you are unattractive and that people are going to make fun of you when you get up to speak. While you may not be aware of that belief at all, it is still going to have a significant effect on the way that you behave, and on how well you do with the public speaking.

The subconscious mind can be thought of like a big bank of memories, one that is going to store not just these memories, but also your experiences and your beliefs. This information is all going to be stored there, even though it might take some effort to bring it back out again. Even though we may not realize it is there, we are going to find that it can affect our actions and our behavior in different situations. Hence, if you lack self-confidence in yourself because there are some beliefs in your subconscious mind, then you may find that when you are around others, you feel anxious. This is because your mind has some information, information that is most likely false, that made you believe that you were in danger, even though there is no danger present around you.

You have to be very careful about this subconscious mind. It not only gets to control your behavior, but it can also affect the perception of events and how you look at the world around you. If in the previous case, you saw that two people are nearby and who smiled back at you while looking at you, then you might fall into the mistaken belief that they are trying to make fun of you.

Always remember that the mind is going to feed you more of what you focus on. Because you already had that false belief about yourself, you would start to look around to see if there is some proof for this. And you are going to be able to find it if you look hard enough. The good news is that you can work with this part of the mind if you choose. Many of us don't

understand how this part of the mind works. This is why many of us will set a goal and assume that we will be able to reach them overnight. But because of some of the habits that we have formed throughout the years, and because of how our subconscious mind is set up.

It is tough for the subconscious to accept a brand new belief, especially if it is one that contradicts an opinion that is already there. This means that it can be tough for you to accept that you are a confident person if you have spent years believing that you had no confidence and that no one wanted to be with you.

This doesn't mean that all hope is lost. Otherwise, the manipulator wouldn't waste their time on anyone older than three who had lots of thoughts in their subconscious mind already. There are a few steps that you can take to make this part of the brain work for you, including:

- Change the beliefs that are held in your subconscious mind by using some actions. If you want to change the beliefs that you have, such as "I am not good at math," then you must make sure that you put this into action. Maybe you can ignore that thought and study hard so that you start getting good grades in math. Then, the subconscious mind will begin to see that you are pretty good at math, and these beliefs will begin to change.
- Do go against these beliefs: Don't use any affirmations that don't make sense to your subconscious mind. These may sound great, but if they go against some powerful beliefs, then you may need to work with something else to get them to work.
- Remember that your subconscious is not going to do magic for you. Some people believe that their subconscious can do some extraordinary things. For example, they may think that they can use this part of the brain to lose weight while they still get to eat anything that they want. But these kinds of thoughts show that these people don't know how the subconscious mind works at all.
- Now, you can work with this part of the mind to lose weight, but you have to put in some action, rather than just assuming the mind is going to do it on its own. For example, you could modify

some of your beliefs, do start working out more, and be careful with the food you eat in order to lose weight.

Persuasion

How is a manipulator going to get people to think and behave differently? There are many subtle ways that they can use to press their agenda without turning the victim off or even letting them realize what is going on. In the area of persuasion, there are six main principles, including what we talked about earlier, and will include the following:

a) Reciprocity

b) Consistency and commitment

c) Social proof

d) Authority

e) Likability

f) Scarcity

While persuasion is a type of science, it can also be seen as an art. If a person pushes too hard, then they are going to come off as being aggressive. But the manipulator is going to be able to do the right balance between using persuasion without becoming aggressive so no red flags will come up. They will befriend the other person, talk with them, and make sure that the two are on the same page as much as possible. Then, they will start to use some of the tactics of persuasion to gain control over the other person, and get the power that they want.

The Psychology of Persuasion

When you hear the word persuasion, what do you think about first? Some may think about advertising messages that they see all the time, the ones that focus on trying to get the viewer to choose a particular product or go after a political candidate.

Persuasion is a mighty force that we are going to see in our daily life, and it does have a level of influence on society as a whole, as well as on the individual. Mass media, legal decisions, news, politics, advertising, and

more are all going to be influenced by the power of persuasion and that same persuasion is going to affect us as well.

Many people believe that they are immune to persuasion. They think that they can see through any sales pitch that comes their way, and have a good comprehension about what the truth is in any given situation. This might be true some of the time, but there are so many different types of persuasion, and they aren't all going to be a push a salesman who wants to sell you something or even a commercial on the television. You will find that persuasion can be subtle. And it can come from people we are close to, ones we wouldn't expect at all. The way that we are going to respond to these influences is going to depend on our background, along with many other factors.

When most people think about persuasion, they are going to focus on some of the negative examples of it. This is the way that a manipulator would try to use persuasion. But there are times when belief can be used in more of a positive way. For example, if you have ever seen a public service campaign that urged people to stop smoking, or to recycle, then you have seen an example of positive persuasion.

So this brings up the question, what is persuasion? According to Perloff in 2003, persuasion is "a symbolic process in which communicators try to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice." Always remember that no matter how intense the persuasion is, the victim does get a choice in how they act. The manipulator may work to take away this choice or make it seem like there aren't any choices, but there is still that freedom of the choice present. There are a few key elements that come into play when we are talking about persuasion. These are going to include:

1) Persuasion is something symbolic. It is going to use a variety of features, including sounds, images, words, and more.

2) Persuasion is going to involve a deliberate attempt by one person to influence another person or a group of people.

3) Self-persuasion is key. The person is always going to have the freedom to make a choice, and they will never be coerced.

4) Methods of transmitting persuasive messages can occur in many different ways. This can include options that are nonverbal and verbal, as well as through face to face, internet, radio, television, and more communication options.

What Is Subliminal Persuasion?

Subliminal persuasion is going to be the technique of convincing your target, or your group of goals, to do something, without them knowing. There isn't going to be any outward suggesting of the idea, and often the victim isn't going to realize that you were trying to influence them at all. It is one of the types of persuasion that manipulators and others can use, and it is going to use words, along with some gestures, to get ahold of different people. Hence, you may find things like smiling, use of the head, eye expression, and more being used, both positively and negatively. It is a powerful technique, but often a challenging technique, that not only uses words, but uses the meaning behind the words, and body language, to ensure that the victim does what the manipulator wants.

In our modern world, the techniques that are used for subliminal persuasion are going to be powerful weapons that can help you get ahead. They can help you to manipulate others, or even gain an advantage in a market where there is a lot of competition, and you need to stay ahead of the game. According to some experts in the field of marketing and persuasion, many people choose subliminal advertising because it is more effective. As they say, "Persuasion that looks like persuasion isn't persuasive anymore."

Even a manipulator can use this information to help them take control of the victim. If the persuasion that they use is too apparent, then the victim is just going to walk away. We see so many examples of persuasion in our daily lives that it is easy to recognize the more apparent signs and stay away from them if we don't want to purchase something or do something. If a manipulator comes at their victim with a big sales pitch, lots of bright flashing lights, and other apparent techniques of persuasion, then they will get nowhere. The victim is smart enough to recognize these signs, and they will get away from the manipulator, and the manipulator—and this is where subliminal persuasion can come in.

Every time that the manipulator communicates with their victim, they are going to be very careful about the nonverbal signs that they are sending out

as well. While they still have to say words (your victim is going to notice if you stand around sending out nonverbal cues and never talking), the manipulator is going to try and send out other messages and extra persuasion through the body language and the nonverbal cues that they are sending out as well.

Since subliminal persuasion is going to deal with the feelings that the victim has, there is going to be some subconscious element in this kind of persuasion. As a manipulation or another type of person who needs to use persuasion, you will provide the victim's mind with some feelings of enthusiasm and comfort about doing a given task. Those thoughts and emotions are going to be sent out to the subconscious mind, but then we have to take to the logical mind to. You can then talk to this part of the mind by discussing the things that are rational about the choice.

Now, there are going to be a few subliminal factors that are going to influence whether the manipulator is going to be believable. For instance, the way that the manipulator does dress is going to be a factor. They are going to make sure that the victim sees the manipulator at their very best. They will dress nicely, make sure that their appearance is kept up, and always look like they are doing well. Even when they are trying to play the victim and say that they are hurt or dealing with an illness, your manipulator will still dress nice.

The reason for this is the likeability factor that we talked about before. We are programmed to be more likely to help out someone with a beautiful appearance, someone who is well-groomed, compared to someone who is not. If the manipulator wants to exploit this factor, then they are going to take some extra precautions with their appearance.

There can also be a level of subliminal persuasion that is used in the language of the manipulator as they ask for a favor. There is a lot of truth in the idea of “it’s not what you say, but how you say it.” The manipulator isn’t going to say anything that is too out there, because this is something that may raise some flags with their victim. But the way they use their words will make a difference, and usually gets them what they want.

The way that the manipulator will use their inflections and intonations will also have a bearing on the meaning of what you say. If you see a sentence like “I can’t promise you that price,” you may assume that it has just one

meaning, and that is it. But depending on the way that the manipulator, or salesperson, uses it, there may be a few different meanings. Take a look at some of the examples below to see what we mean here:

a) I can't promise you that price. This one can infer that one person can't do it, but maybe there is someone else who can offer that price.

b) I can't promise you that price. This one is going to infer that there is just no way that the person is going to get that price.

c) I can't promise you that price. This one is going to infer that there isn't a guarantee, but that the manipulator might be able to do them a "favor' and get that price.

d) I can't promise you that price. This one is going to infer that the manipulator isn't willing to get you that price, but maybe they will guarantee that price to someone else.

e) I can't guarantee you that price. This one infers that the manipulator is going to see what they can do. They may not be able to offer precisely that, but they could still get you something good.

f) I can't promise you that price. This one is going to infer that they will still be able to guarantee you something, even if the price point doesn't fall in the desired spot.

The meaning of statements is a great way to utilize the ideas of subliminal persuasion. And there can be so many different meanings based on the words that the manipulator or any other person decides to emphasize. And it is sometimes such a subtle process, that we can hear the sentence and infer the meaning, without even realizing what is going on.

Think about the intonation that you can use when you say a specific sentence, and then imagine the power that goes behind those words based on what a manipulator would be able to use with them as well. There are about three choices that come with intonation and the way that it can change up the meaning of the whole sentence. As we go through and say something, the three ways to finish up that sentence would include:

a) A downward, which would mean that the intonation is a deeper voice

b) A voice intonation that doesn't change at all

c) An intonation that goes up

Different Ways That You Are Persuaded Subliminally (And You Don’t Even Realize It!)

Whether you feel comfortable with the idea or not, you may be subliminally persuaded in one way or another. For example, if someone has ever used a form of passive-aggressive behavior on you, then they have tried to use this kind of persuasion on you as well. For example, your mother could comment how they saw someone at the store that they hadn’t seen for some time, and then they make a snide comment about the weight of that person, in a confident tone.

The reason that the mother was doing this could be a subliminal message about how that mother feels about the weight of her daughter. The persuasion then is that the perception of that daughter is going to be altered. For example, the daughter may feel like she isn’t meeting the standards of beauty that her mother has. And as a result, the daughter could try to alter her life, choosing to stay away from the mother to avoid these comments and not feel bad or try to work and lose weight if possible.

This is such a tricky tactic of persuasion, one of the hardest to fight off out of them all. Those who are using this kind of persuasion are often going to be so lost in their delusions, ones that no one else is going to share, and they are never able to recover. Of course, they are never going to admit that they are using these manipulation tactics, and the victim will need to remove themselves from the situation, or they will be stuck in the cycle forever.

Asking for More

One method that someone who is a subliminal persuader will use to get something from others is to start by asking for more than they need in the end. Perhaps that person needs to have $5000, but they know that is a significant amount to ask someone for, especially right from the beginning. Hence, instead of starting with that amount, they are going to ask for one that is much higher. This is done to kind of shock the victim into thinking the lower amount is more reasonable, and they are more likely to give in to the request.

For example, if the manipulator needs $5000, they may ask for $12,000. They know that the second amount is going to be a tremendous amount of

money and that there is no way that the person is going to give them that amount. The victim may feel bad because they aren't able to provide that amount, and they may think that the manipulator needs that large of an amount. To try and still help out, even though it is a large sum of money, the victim may offer to give half the amount, say $6000, or another amount, to see if that will help.

In this one, the victim has been tricked. They give the $6000 because they at least feel in this situation that they have given something to the manipulator and that they are helping out in some manner. They may even feel bad for not being able to offer the original amount that was requested. But the manipulator walks away happy. They walked away from this with $6000, even though they only needed $5000, and they won in the end.

The person who was the victim of this subliminal persuasion may feel guilty at the end of this conversation because they weren't able to give more, and they weren't able to help out for the full amount. Even though that person already asked for something once, the manipulator can keep on coming back because their victim will feel like they hadn't given enough the first time. Or, since they helped in the past, they may feel obligated to keep up with this pattern and offer help again.

Doing Favors

Someone who is using subliminal persuasion on another person may first choose to ask for a favor. With manipulation, it is more of a demand or a blatant telling of what the victim needs to do. But the persuader will ask for the favor so that there is an illusion that they need some help that only the victim can provide. The victim is going to feel like they should help out because they may have some need to care for others, and they may feel good about themselves for doing a favor for someone else.

In some cases, the manipulator may do a favor for the other person first. This helps the victim feel like since they had gotten help. First, they need to return the favor, and they become indebted to the manipulator—but with the subliminal persuasion, the manipulator is just going to cut to the chase and will focus on appearing like they need help with something.

Those who are the victim in these cases may feel like they are someone special, just because they get the privilege of helping this other person out.

They may feel good about themselves like they had some value because they were able to help someone else. Of course, the manipulator is the one in control of that situation, and they are taking advantage of the need to care in the victim to their advantage they will get what they wanted from the victim, even though the victim is going to feel good about doing the favor.

This is a technique that can be seen with bosses in many cases. They may pick out a member who is on their team to a unique position, which makes that individual feel like they are superior and exceptional. In reality, the tasks that this person is given are ones that anyone can do, but the boss didn't want to handle them, so the boss handed them off to this employee.

If you think that someone is trying to use subliminal persuasion on you, it may be a good idea for you to ask that person whether they can go without that favor, or if they can do it for themselves. You always have to consider why they are asking you to do that task. What is the personal gain that they are going to get when you do the work? This can help you figure out if the intentions of the other person are pure or not.

Being Flattered

Flattery can be a great thing, but it is something that can be used against the victim when the manipulator gets to work. The manipulator will believe that if they can build up their victim, and if they can make that victim feel good about themselves, then they can get what they want out of that person.

You can see how well flattery works when you watch young children use this technique. Children often learn how to use flattery at an early age in an attempt to get people to do what they want. They already understand that using their charm can lead to a lot of happiness in other people, which will lead them to do things for the manipulator.

It isn't just something that younger children will use. Many adults will work on flattery as a form of subliminal persuasion. For example, how often have we heard of a young woman who uses flattery for an older man, one who isn't that good looking, but who has a lot of money and could make her life more comfortable? That is something that can occur in abuse as well. The abuser gets into a pattern of building up the significant other a bunch, and then later when it works for them, they are going to tear this person down and be the one in control of the situation again.

You will find that people are much more willing to do something for the manipulator when there is flattery involved. The flattery, even if it is shallow or also if it is from someone we don't know well, makes us feel good. It makes us feel smarter, prettier, stronger, and more like. This can all come together and makes us feel like we owe something to the person who took the time to flatter us, and then the manipulator has the upper hand and can use that to their advantage over us.

Choosing the Right Time to Ask for Something

Those who are going to be using subliminal persuasion are going to make sure that they calculate out the right time to ask for something. They won't just focus on who to go after as a victim. They are also going to put in some effort into deciding when it is the right time to ask the victim to help with the favor to make sure the answer is going to be a yes.

There are a lot of times when the manipulator can choose to ask you for a favor. But it will never be at a time when you are at your best. They won't ask you when you are having a good day, or when you are well-rested and happy or ready to think through the answers that you give. This is when ordinary people would ask because they want to get an appropriate response from you.

But remember that the manipulator wants to get the answer that benefits them. And they often know that you will turn them down if you are alert enough to catch on to what they are asking for This is why you must be careful about requests for favors or help when you are tired, or even times when you are in a good mood. The manipulator is going to spend some time looking for these times and then using them to their advantage when they ask you for some favors.

The manipulator who is using subliminal persuasion is going to wait until their victim is at the right place. They will choose a time when you are tired, or even when you are a perfect mood. They are patient, and they will make sure that they wait until the right time to ask you for something The manipulators want to make sure that their victim is going to say yes, and they will wait until that time comes.

Someone who is trying to subliminally persuade you will also try to ask for favors when both of you are in public settings. They believe that this is

going to give them the upper hand of the situation. They like to do this because it can take away the chance for a confrontation that is going to be uncomfortable and unfavorable for them.

In some instances, they will ask for the favor when you are in front of your family and friends. That makes it so that the person who is the victim feel like they should do the support because it allows them to show off how generous they are to other people. And that is why this kind of persuasion can be so difficult to detect in some cases.

When the victim can help, they are going to feel good about themselves. They can see what the other person needs, and then they will step in and offer to help in some way. They can feel good about themselves, and they can sometimes look good in front of the other people who are important to them, and the manipulator gets to leave with exactly what they wanted because the victim followed the plan.

Conclusion

The next step is to make sure that you use these techniques to protect yourself against manipulation, persuasion, and NLP in your daily life. There are always people trying to persuade you and manipulate you—and while some of these are going to do so in a beneficial way that can help not only them but also you, most individuals who use manipulation are only interested in getting what they want and aren't concerned about how it affects you at all.

This guidebook has spent some time taking a look at manipulation and persuasion, as well as how the victim can often get stuck in this kind of cycle, thus providing benefits to the manipulator even though it may not be suitable for them, without even realizing what is going on. We then looked at some of the ways to recognize what is going on and to know the signs and break free so that the victim can live the life that they want, free from the manipulator.

When you are ready to learn more about the world of dark psychology, manipulation, persuasion, and NLP tactics, make sure to read this guidebook to help you get started. Sometimes, the act of manipulation can occur right in front of us, and we don't even know it. Why? It's because we miss the signs, signals, and body language cues that indicate that there might be more to that person than meets the eye. We have all, in one way or another, been guilty of manipulation—or we've been the victim of a manipulator's underhanded tactics. There are many aspects that build manipulation: persuasive words, body language, and tone of voice are all channels to convey or communicate manipulative messages. However, is manipulation harmful—or is it a case of a little harmless persuasion that won't hurt anyone? Why is manipulation wrong, and what if it is done for the good of the one manipulated? The book will play a key role in helping you understand the dark psychology of the human mind, as well as how to identify the subtle body language signals all around you!

Dark Psychology Secrets

The art of reading and manipulate people, Discover Methods for Mind Control and Dark Nlp, learn how Hypnosis and Psychological Warfare work

J.R. Smith

Introduction

Congratulations for buying *Dark Psychology Secrets*, and thank you for doing so.

The following chapters will discuss many aspects of Dark Psychology, including Dark Persuasion, manipulation, covert tactics, NLP, and much more.

There are plenty of books on this subject on the market, thanks again for choosing this one! Every effort was made to ensure it is full of as much useful information as possible, please enjoy!

Chapter 1: The History of Persuasion

When talking about manipulation, it is useful to frame things in the context of a leader and followers. Leaders can do whatever they want with the power that they have, but they can't do anything without being able to control followers. This is manipulation.

Understanding How the Mind Works

The human mind is unlike anything else. It is a control center receiving signals from nerves, body parts, muscles, tendons, organs, and automatically processing the appropriate responses, learning, and growing. The mind is an impossible place to understand. Many disagree about what the mind is.

The Materialists, for example, would argue that noting exists outside of the brain. These is an atheist, science centered viewpoint that postulates that there exists nothing outside of the physical, real material of the world, like our bodies and observable things like the sun, earth, other people, etc. They say that there is not consciousness floating somewhere in an aura-like haze around a person, and that the experience of consciousness is a product of the brain. The mind for the Materialists is the human experience of the brain working and directing our bodies.

Others point to a soul and minds that is altogether a different metaphysical existence than the brain. The brain and body exist in a real material world, where the mind and soul exist in a real non-material one. This argument of duality manifests in all kinds of forms in the arguments about what we are and what our consciousness is.

One thing that we can establish for sure is that we exist. Don't get caught up in tall that talk about a simulation. Sure, that is a useful analogy for coconsciousness, but to actually believe that we are a brain in a vat? Well, you would have to adjust to that reality. And it might actually not be so different than your goals and aspirations anyway. Because even if it is all a simulation, there is not Matrix-style way to break out of it, that we know of. People have tried all kinds of drugs, and explored the consciousness that way. Spiritual experiences are reported to be ways that we can break out of

this reality. But for most people, we will perpetually be living in this reality. There is not easy long-term escape.

There is one “healthy” alternative: mindfulness and meditation. Mindfulness occurs when you are paying attention to the body and only the experience you are having in the moment at the present. Practicing mindfulness can help for people to escape the mind, to have an opportunity to look in rather than out, and to realize important thoughts about themselves.

The mind, first and foremost, is resultant to our experience. If we are fed with education and learning at a young age, this will influence how we develop. Context is everything. Cultural traditions, language, and all kinds of other difference shape the diversity in our minds. There is, however, a common thread: human consciousness.

The mind is always changing. We absorb the factors around us like a sponge. Any of the information that enters through the five senses may make its way to the unconscious or the conscious memory. Each little experience is encoded somewhere in the brain, or determined not important enough to keep. The human being is a sensory animal who has evolved to be able to detect others and itself, see, hear, and smell predators, to enjoy and be disgusted by foods, along with countless other functions.

Our sensory input is how we experience the world. If you are talking about the “brain in a vat”, then the sensory input is all the information that a person would need. It is through this filter that we find our way in the world.

One side of the argument says that we should be weary of the info that we get through our senses. There are several perspectives on this. Firstly, when we dream, most of us are completely tricked into thinking that the dream is reality. It is only when we wake that we find that or bodies are still lying in our beds and that none of this has happened. But when we are in dreams, our dreams are our reality. There is no way to say that what you experience in a dream isn’t real. It’s real. It may not be real to anyone else in the universe at that particular second, but it is still real to you in that moment.

Now, some people have reportedly developed the skill of becoming aware when they’re dreaming. This is an interesting skill that has been widely reported as possible. However, the main point remains: that the sensory

input of dreams is very convincing, and it is one area that points to the fallibility of our senses. Most of the time, they are pretty trustworthy, or so it seems. When you see something that you are going to walk into and you walk into it and feel the pain as it bumps against your head, you are experiencing the true-ness of your senses. You sensed in your vision something that blocked your path, and you have evidence, the pain, that your vision was reality.

Another perspective is about how illusory real stimuli can be. People can make paintings that, when viewed from a certain angle, create the illusion of a hole in the ground of a slew of perspective. Visual illusions are present everywhere from art to the atmosphere to visual lines in the distance.

Another factor is emotion. You never know when emotions are affecting a person's perception. The level of intensity of some emotions can be incredible, and it can cause a drastic change in perception in a person.

So, we have to take a mediated stance on where or not to trust the senses. We must acknowledge that they can be tricky, and that the senses will often mislead us. The mind can also be a predictable thing; how many people do you know that do the same thing every day? We tend to have habits, and lifestyles, and we generally stick to the way we liked to behave within that lifestyle. Habits and lifestyle are intertwined, and making changes to one can lead to changes in the other.

The way to start observing your own mind is to start identifying emotions. This may seem like an easy thing to do at first but it may be very challenging for some people. Emotions can be understood differently than feelings; feelings are a mental or cognitive process. This involves what you are thinking about. So, if you are thinking something, there will be word content associated with it. Sometimes this is known as self-talk. This could be taking many different forms, but it always has thought content in word form, and this is what distinguishes feelings from emotions. Emotions are the pure physical state that make up anger, anxiousness, sadness, grief, and all the other emotion states.

Emotions, then, rather than having thought content, are a physical state, that doesn't necessarily precipitate thought content, but often do. Sometimes an emotion will be experience without words, and will be expressed immediately. An example of this is a person feeling extremely angry, and in

a split second, hitting someone else physically. We are not condoning this type of violence but it is an example of a person reacting to an emotion without thought content and expressing their emotion.

The other side of this would be a person who can't express their emotions, and rather gets all up in their head with it. This often happens with people who are depressed or anxious. Anxiety tends to have big effects on thought patterns and thoughts in this case will often turn to negative self-talk or worry. Worry is a huge byproduct of anxiety and they tend to go together. Identifying emotions, then, is the study of seeing what's going on within the body.

When children get to the age of being able to express emotions and identify them, they are often lacking in the skill that it takes to be an adult and identify emotions. A child or an underdeveloped adult will not be able to describe their emotions naturally and accurately. They may mislabel certain situations or they may not have the words to describe how they feel. A child may describe their experience as "mixed-up" when in fact they were angry. Sometimes people will mistake sadness for anxiety.

It takes a while to develop the skills to accurately label and identify your emotions. There are many ways to do this. The ones we will talk about in this chapter are journaling, self-reflection, and art.

Each person will experience emotions differently and this is good and necessary. Some people will cry when they feel sad, others will rage. Some people are comfortable with some emotions more than others. For example, someone might be comfortable being the angry person, because this is where most of his or her experience lay. The have grown up around people who express their angry easily and they themselves express anger easily. When it comes to sadness, however, they have no idea of how to express or show it. They may even be ashamed to show their sadness. Some demographic groups tend to lean one way or the other.

Another method to redevelop emotional awareness is self-reflection. Again, you should try to do this however is comfortable for you. If you like to be in nature, visit your favorite nature –filled place and have a moment in silence to think about a recent emotional stat you have. You could also pay attention to your current emotional state, and ask yourself: "How am I feeling right now? Why am I feeling this way?" you can also explore the

experiences that you had to lead up to your current emotional state, and from here, you can find strategies to increase or avoid those emotional states.

Yet another method is art. Art is a great way to use non-verbal expression to increase your mental well-being. Art is a magical carrier of emotion for humans; we tend to use art to understand the world and make sense of it. This is not the only function of art, however; there are many functions. One is dancing; others are relaxation, grief, mourning, celebration, and war-rousing. There are many functions of music, and nearly all of them our emotions. Music is a great example of an art form that can transform the emotional experience and bring about emotional awareness.

Leader Manipulation

For a leader, every resource has a constraint, and every constraint is potentially a resource. There is little that is easy and straightforward, and the leader who really lets things drift along has forfeited the title. The human condition is very complicated and very messy. To cope with it, one must simplify, and the simplifications should neat and logical. But in fact, they’re very often neither, first because they may be arrived at under pressure, when there is urgent need to take action, and second because they are often the product not of disinterested logical thought but of a compromise between interests. So, the simplifications turn out to be messy and complicated like the reality from which they sprang.

Leadership, in one of its aspects, is the art of cutting into this chaos and imposing a simplified definition on the situation, that is, making people act as if the simplified picture were the reality. This cannot be done in any honest, open, reasoned, dispassionate, and scientific fashion. The leader must be partisan. He must use rhetoric. He must be ruthless, be ready to subvert values while appearing to support them, and be clever enough to move the discourse up to a level where opportunism can be successfully hidden behind a screen of sermonizing about the eternal verities. Leadership is a form of cultivating ignorance, of stopping doubts and stifling questions. Most leaders would reject this assertion about the requirements of their art. If their opponents do happen to behave in that way, it is not because such behavior is inevitable (they themselves never do such things!), but because those particular people’s lack virtue. Successful leadership requires

conviction, transparent honesty, tenacity, and courage. It is astonishing how much patent falsehood there is in public life. This is an expression not of regret that people are dishonest but of surprise that politicians appear to get away with dishonesty so easily and so often. Is there not something strange about a culture such as ours which condemns lies but at the same time condones them with such categories as promise and rhetoric?

No less striking is the ready cynicism of the politicians themselves. A man who has divorced and remarried, who is widely believed to be quite uninterested in his children and grandchildren, and who rarely goes to church on Sundays presents himself and is apparently accepted as a great example of Christian family living. The same man lends his benign television presence to the opening of the “Special Olympics”, having first done his utmost to cut financial aid for the handicapped. Another candidate issues a false report that her rival is to be indicted for the misuse of public money and does o on the eve of the election when there is no opportunity for a rebuttal. Of course, she may not have known that the report was false.

Leadership is the art of controlling followers it is presented as an art because to practice it successfully, one needs to have a talent. That is what is meant when a leader’s intuitions are praised as evidence of divine guidance or condemned as the “devil’s own luck”. In more mundane terms a leader must have leadership quality, and leadership is too complicated or too subtle an activity to be reduced entirely to rules and procedures that could be taught in a classroom. That is what leaders say, and they are correct. At least they are correct if one is envisaging a definitive and exhaustive theory of leadership. Short of that logical perfection there are certainly known regularities in the way leaders behave in their efforts to control their followers. These can generally be known as covert manipulation.

Strategies available to a leader and appropriate for the task at hand depend on several different things. Strategies vary not only according to the disposition of followers but also according to their relationship with the leader.

Leadership belongs to a larger category, manipulation. Covert manipulation is the domination or the exercise of power. Domination is the capacity to make another person act in a particular way, whether or not that person wants to do it or whether or not they are aware of the domination. There are

varieties of domination other than leadership. The master dominates the slave because he can use force. The employer dominates the worker because he pays him and can withhold payment or fire them. The official dominates lesser officials because both accept the latter's subordination as a right and proper in a bureaucratic organization. The king dominates his subjects for the same reason. Finally, in a different sense, the master of a performing art – music, painting, literature, fashions, or certain sports. – dominates lesser artists in the field because they follow his or her example. This kind of artist dominates even if he is unaware of their existence.

A follower is someone who accepts guidance, and on receiving it, takes the appropriate action. These two dimensions (obedience and action) sort out the good from the bad follower. But it is no simple matter to decide what positions on these dimensions represent good and bad. It depends on the context. This is always going to be complicated. A nonfollower is someone who takes initiatives on his or her own behalf. Such a person, wanting something, acts without being told what to do. There are societies that have no leaders because for most practical purposes every person is self-sufficient. The Hazda people of northern Tanzania have been described as having no chiefs, although occasional opportunists try to dominate them and exploit others. The Hazda are forest-dwelling hunters and gatherers who make a living easily and are more or less protected from outside pressures by the forest, by their lack of property, and by their ability to keep out of the way. They have little need of one another for mutual protection from outsiders, for the exploitation of material resources, or maintenance of the internal order. They share game, if the kill is big enough to share, but mostly they hunt alone. With certain dually enjoined exceptions, the sharing is quite causal, people coming to help themselves. They have small necessity to cooperate in solving problems and therefore they have no leaders.

This is not the world that we live in in the USA. It is interesting to learn about these cultures, because they are far from how we live. There may very well still be interpersonal manipulation in this and other cultures like it, but there is no widespread, overall manipulation by governmental structures, because they have no need for it. The government is the largest example for covert manipulation that we have. Cultures without a

government or leaders exemplify that there in fact can exist a society without large-scale manipulation.

Societies vary widely in their views on leadership. In some, leadership itself is elevated. In others, it is belittled. Further, attitudes change as the context changes. In wartime, a leader is a hero. In peacetime, the leader might become an embarrassment. That was also Winston Churchill's fate. If the style of leadership that are valued vary, then people's expectations constitute part of the context that explains why one style rather than another is effective. The expectations are themselves a function of values, beliefs, and customs. Values, beliefs, and customs together constitute culture.

Covert manipulation has a lot to do with the creation of trust. Trust is a very complicated concept. It has an affinity to credit, which means the granting of services without insistence on an immediate return, in the confident expectation that the return will be forthcoming in due time. But trust is not quite the same. It includes an element that denies altogether the notion of a return or a reward. The relationship is intrinsic; it is its own reward. Trust also is generalized and divorced from specification in a way that credit is not. Ideally, followers do not so much trust the leader to perform successfully this or that particular activity. They simply trust him or her as a person, and at that extreme, the relationship shades off into devotion or into love.

Leaders endeavor to create in the mass of their followers that nonspecific personal and direct form of trust which is akin to love and which prevents a close and impartial scrutiny and accounting of their performance, while not being seen openly to do so. The leader claims a personal and direct moral relationship by two main rhetorical devise: the familial and the numinous. One cannot help feeling that charismatic forms-especially the numinous-are bizarre manifestations of leadership. Why do people accept another person, a human being like themselves, as a divinity, or a great leader? There must be particular contexts that make such a behavior sensible.

So far in this chapter, we have mostly discussed what it is like to be subject to covert manipulation on a grand scale in the political context. So, what about the interpersonal context? People who are manipulative know how to push all the right buttons in order to affect your life. They know what you care about, they know how you operate, and they know how to get you emotional.

Interpersonal Manipulation

This happens a lot in relationships. Right now, one of the most common relationship dynamics is between the man who is afraid of emotional or other kinds of intimacy and the woman who is insecure. This is, of course, not the prevailing dynamic for all relationships, but people who are in the 20-35 demographic right now tend to have this dynamic more than others.

This dynamic is one of a person who is afraid of committing to others on one end and person who is afraid to stand up for themselves on the other side. Let's start by discussing the person who is afraid of intimacy in this situation. The person who is afraid of intimacy was probably brought up to think that you can have anything you want in the world, as long as you work hard and you deserve it. If you are a good person, you can make your dreams a reality. This is different than in past generations. Past generations were told that you have to sacrifice of yourself to get work done, and that you should create a family to further the country and your ancestors. They were raised in an economy where things were considered scarce. They were taught that there weren't that many possibilities for them in the world, and that they needed to work hard to get by in the world, not for themselves, but for others. This is the type of thinking that has stuck with many of the older generations that are now still living among us. Of course, there is no viewpoint that is right or wrong, just intergenerationally different.

This is different than the past twenty years or so of children, who were raised not in an economy of scarcity, but rather of abundance. They were told that you can do whatever you want, that you are special, and that you deserve whatever is allowed to you. The allure of hard work still exists, but no, people are more commonly oriented towards working for themselves rather than for a family.

This is all to give you some background information about the relationship dynamic which is common for millennials and the upcoming Gen Y. The person who was raised in this milieu is thinking that they should keep their options open, that they should be able to keep people at an arm's length, and that they should be able to always be free to pursue what they want to pursue and do what they want to do. This is the way that Millennials operate as a status quo. This leads to problems in relationships; where the old guard had different problems relating to lack of intimacy because of lack of understanding, Millennials have problems with lack of intimacy due

to fear. There is a fear among people that they will not be able to find wat is perfect and good for them if they open themselves u. Rather than needing to start a family and find out what it takes to sacrifices something, they are always looking for a better and better situation. They might be looking for a better partner, a better job, a better opportunity here and there, rather than looking to find what works and actually committing to something.

This leaves people in a lurch. This is one side of the relationship: fear of intimacy. The other side of that same relationship is insecurity. The insecure person is okay with their partner being afraid of and avoiding real intimacy because they have not accepted themselves as a person who is actually deserving of love and affection. They think of themselves as a person who is not quite as good as the rest of the world, and they think that they are not whole or deserving.

Thus, you put these two people together, and you have a common relationship dynamic among Millennials. This is often fraught with manipulation.

When the time comes to have a situation where there comes the choice of actual intimacy, the person who is afraid of intimacy will find some kind of excuse. This is a form of interpersonal covert manipulation. There might also be other demonstrations of covert manipulation.

Let’s take the fictional example of Mike and Lena. Mike is a 23-year-old man who has graduated college and is looking for a girlfriend to spend time with. Lena is a 25-year-old woman who has also graduated college, works part time as a photographer and part time at a coffee shop. Mike and Lena meet due to a mutual friend, and they hit it off, learning that they both enjoy similar things. They start to meet up regularly and go on dates, going to shows, restaurants, and the rest. Mike is excited and wants to be in a relationship with Lena. Lena knows that she doesn’t want to be in a relationship with Mike. However, she is so insecure that she doesn’t want to face the reality of having to let go of Mike and tell her that she doesn’t want to be in a relationship. Lena “leads him on”, and keeps going on dates, because she doesn’t want to feel alone in the world. This is covert manipulation. The reason that it is covert manipulation is that Lena is keeping her real desires secret. She thinks that if she is real with Mike, and tells him that she doesn’t want a relationship, she will feel lonely and abandoned.

Lena keeps things going, and when Mike expresses his affection, she tells his that she feels the same way. It is true to a certain extent, because Lena enjoys Mike's company and likes to spend time with him. However, Lena knows that Mike wants something committed, and she keeps spending time with him. A typical conversation in this dynamic might go something like this:

"I love hanging out. We should go to the mall tomorrow and go to that store you mentioned."

"Mmm, I like hanging out with you too. Tomorrow night sounds good, I'll just have to check and see what my work schedule looks like", responds Lena. However, in her mind, she is not thinking about having to check her work schedule. She is actually thinking about another man with whom she has some interest. This is covert manipulation; Lena is making him think that she only has reservations in hanging out because of her work schedule, but in reality, she is trying to meet up with someone else.

This is just one example. Let's think about another example. Mark is 32 and Sarah is 31. They are both young professionals in a mid-sized American city. They meet on a dating app and the first night that they meet up, they go out dancing and drinking and have a great time. They're enjoying each other's company and the excitement of being out on the town. They are loving being with each other and it feels exciting and new. Sarah doesn't do this as often as Mark does. They go home and make love together, their first night. Sarah stays the night. In the morning, Mark makes breakfast and Sarah starts to pack up and leave. They have breakfast, and Sarah sticks around. She is very excited, and she is picturing in her mind a loving relationship where Mark and her will be able to spend time in the future. Mark, however, is not on the same page. Mark has become addicted to "the game" and having fun in the wild nightlife scene of his city. Mark is good at the game, and he likes establishing these one night stands. Mark knows that he doesn't like to go further in relationships after the first night, but he has trouble telling people this. He is not acting ethically here, because he makes Sarah feel like this will be an ongoing thing. He tells her how much he enjoyed their time and is physically affectionate.

The psychical affection is part of the manipulation here. Covert manipulation is not always just verbal language. It is often touch or sex. Mark knows that he is engaging in behavior that telegraphs his love in a

certain way. He knows that when he is physically engaged in certain ways, that is sending the message that he wants to be in a committed relationship with the person. He also knows that he doesn't want to be in that relationship, but he engages in the behavior nonetheless. This is covert manipulation. It is especially sneaky because of the physical component. Mark feels guilty, because deep down, he knows what he is doing. He knows that he must take it slow if he wants to actually establish a lasting relationship, but he doesn't do that because he is being driven by his animalistic tendencies.

In the first example, the covert manipulation was being driven by fear. In this example with Mark, it is being driven by desire. Each is something that you might experience in interpersonal relationships. Each one is something that you will have to defend yourself against.

Propaganda

Let's switch gears for a moment and talk about propaganda and advertising. The techniques of propaganda and advertising are employed to influence the behavior of the masses. Propaganda and advertising are used to stimulate us to believe in something, to actively support someone, something, an idea perhaps, to buy a product, a service, to behave in a particular manner. Although the term propaganda has mostly fallen out of style, a close look at propaganda will indicate that it is simply a form of spreading information to indoctrinate an audience according to a plan.

Propaganda can take on many different forms and wear many faces. A public relations campaign sponsored by a state government in order to stimulate more tourism can be considered propaganda. Their goal is to attract new businesses and industry and increase investment within the state. This is designed to propagate the idea that the state has a great deal to offer. The campaign is also designed to instruct the public as to the advantages of this state over the other forty-nine states. The campaign is further designed to influence behavior. They want you to move here, to visit here, to spend money here.

Much of the public suspicion regarding the term propaganda comes from its connection with political motives and movements. This is what can happen when as the American public has heard propaganda used so often in

connection with Communism. It has almost become synonymous with communisms. However, this is not the point to propaganda. T can be used to promote a wide variety of concepts and ideas.

Many large companies use this technique in their advertising. In evaluating this propaganda technique as to its truthfulness and value, the reader must ask: is there really a connection; is there sufficient proof to establish the connection? Does this connection make someone's product any more desirable? What is the motive behind the company's statement? Another propaganda device which is closely related to association is identification. This technique is most often used by an individual in order to receive broader acceptance in the group he is trying to influence. The more they accept him, the greater will be the possibility of their accepting his ideas. A manager addressing a group of employees may remind them that he once worked with in the ranks. A politician campaigning before and American Legion group may remind his audience that he is also a veteran and can thus better understand their concerns.

Identification is used to gain the trust and acceptance of the audience. You might want to review someone's comments in an attempt to spotlight the key phrases that would lead to identification. Remember that, despite the success or failure of the speaker or writer to gain audience acceptance, the ideas themselves will have to stand or fall on their own merits.

The propaganda technique known as the bandwagon technique is often associated with political campaigns and is aimed at creating the impression that "if you can't to be on the winning side, you'd better get behind our guy before it's too late." Since no one wants to be on the losing side, this can be very effective. The idea is to create the impression that there is a popular movement gaining momentum from growing popular support and acceptance.

It would be a mistake to limit the bandwagon approach to politics, because it is very often used in advertising. The bandwagon technique is an obvious attempt to influence a person's behavior through an emotional appeal rather than through logical persuasion based on evidence and good judgment. It is rooted in the premise that the crowd can do your thinking for you, and thus negates the value of personal opinion.

Bifurcation is a method used more and more these days by propaganda outlets. Hate, fear, and mistrust foster the division of people and nations into camps based on opposing points of view. Bifurcation can be devastating because it is based on the premise that there are only two sides to any problem. There is never gray, always black and white. It is ridiculous to suggest that there is never a gray area in any issue, and a wise person can always recognize that bifurcation indicates the extremes, and there is much room between the extremes for dozens of alternate points of view. It is certainly possible to be in favor of some federal help for parochial schools without being overwhelmingly in favor of Uncle Sam's picking up the entire tab. This technique would be less dangerous if individuals would recognize the possibility of taking a stand somewhere in between the extremes.

Another deceptive method is the use of the testimonial in gaining acceptance of a product or idea. In this technique, the propagandist or advertising person uses some authority as an aid to selling an idea or product. The problem is that the authority is very often not an authority at all, but merely a well-known personality or public figure.

The use of favorable generalities (glittering gernetalities0 relies on words that trigger favorable response, words that imply positive attitudes. The propagandist who uses this technique hopes that the audience will overlook the fact that he supports his point of view with abstractions. He hopes that they will be convinced by the appeal itself and overlook the lack of evidence. These generalities are usually loaded with emotional content. If a person claims he is for "human rights' each person in the audience can apply his own stand on human rights and then equate that with the propagandist's view s on the same subject.

Chapter 2: The Psychology of Manipulation

Dark Persuasion is the act of changing someone's mind, using techniques that are commonly used to affect someone's thinking, without them being aware of the persuasion. Some of the major tools for Dark Persuasion are Brainwashing, Hypnosis, Manipulation, and Deception. Below, these concepts will be discussed more in-depth.

Brainwashing

Brainwashing is unique because it has a codified method. If you look closely, you will see the steps of brainwashing used in many different domains of life and by many different organizations. They are used by cults, governmental operations, businesses, advertising, news media, and in many other ways. Brainwashing comes down to specific steps. First, a person is broken down from their sense of self. A healthy, typical person has a certain sense of self, which gives them their identity and confidence. A person's sense of self is what allows them to function in the world without becoming subject to undue persuasion or suggestibility. The first part of brainwashing is breaking this down to make the person more suggestible.

This takes many forms; it could be that the person is told that they are not valid and worthy of respect. It could be that the person is put through physical challenges and not left alone to be able to relax or take their time doing anything. It could be verbal or physical. The breaking down of the self basically serves to make the person more likely to latch onto the ideas that the brainwasher wants them to believe. By breaking down the person's sense of self, they no longer believe in themselves, but rather believe in the person who is doing the brainwashing. This is something that is most prominently seen in the military.

The breaking down of self can be described as an assault on the identity of the person. A person with an identity knows who they are. A person without an identity can be formed into whoever you want them to be. Guilt is a big part of this process. Sometimes, people are told that they have done something very wrong in their past. This is often seen with cults. Cults will tell a person that they are bad and essentially guilty and shameful as a

person. This serves to get the person to think badly about themselves and look towards the outside for happiness instead of the inside.

This external motivation for acceptance and forgiveness is often an essential part of the brainwashing process. For typical healthy people, they have a sense within themselves that tells them that they are good and have a place in the world. This can be known as self-concept. Of course, everyone needs some external validation, and we all need relationships in which we feel loved and accepted. However, when a person depends on external validation for all of their needs of self-worth, they become very susceptive to toxic relationships and brainwashing.

The person who is being brainwashed is given the opportunity to “confess” for their new community. This makes them think that they can only share of their lives with the brainwasher, and they start to think that this is the only way they can be happy. The group or individual who is doing the brainwashing will tell them that they have leniency, and that they are capable of forgiving the person. In reality, there is no need to forgive the person, because they have done nothing wrong. The brainwasher is creating a false sense of dependency and they are creating the dynamic that makes the person feel like they depend on this person for their salvation.

The person gives their confession, and they channel their guilt into this dynamic. Their guilt has been built up so much that they feel the need to release it somehow, and the brainwasher lets them release their guilt into the group, and they are “forgiven”. After this process happens, the person is psychologically tied to their brainwashers, and they start to think subconsciously that this is their new home, their new family.

After this process has been completed once or more than once, the person who is being brainwashed is subjected to another process. This time, the person is told that they are the best, that they are brilliant and good and they are loved and accepted. This is part of the “rebuilding” phase. In this phase, the person is built back up, but in the context of the group/cult mindset. So, instead of them building healthy self-esteem on their own, they are only building self-esteem to fit into the new brainwashed context. This makes it so that the person cannot see themselves outside of this contest. They think that if they leave the cult, they will not be accepted by mainstream society, because they were accepted by the cult first and only.

This is the basic structure of brainwashing. This process may be repeated time and time again to ensure that the person is firmly ensnared into the group dynamic.

Hypnosis

Hypnosis is the next major application of Dark Persuasion that will be discussed. Hypnosis can occur with or without the person's knowledge. If a person knows they are being hypnotized, they may be more aware of what is going on, but they are still susceptive to manipulation.

Hypnosis is used for many different reasons, and it can be used for positive change as well as negative change. Hypnosis has several elements, and they may or may not be present in different iterations of the hypnosis process. It starts with an induction. Remember in cartoons, when they have the illustration of the swirling visual effect, and some head-wrapped mystic is holding a watch with the swirl in front of a person's face? This cartoon depiction is what is known formally as the induction process.

The induction process is when a person is actually trying to change another person's state of consciousness. In order to make the person more suggestible and influence-able, hypnosis uses an actual transformation of the state of consciousness. In order to think about this, you can think about a person who is typical and awake, a person who is paralyzed but otherwise capable, and a person who is in a coma. There are many gradiations to the state of consciousness that a person is in. The person who is being hypnotized is not paralyzed, but they are closer to that than normal consciousness. Normal consciousness allows the person to have too much stability and defenses. The state that is induced in hypnosis is one where a person does not have all their defenses in play.

After the induction process has been successfully implemented, then the person can be told what to do or what to think. Since the person who is being hypnotized has their defenses uncovered and weakened, they are able to take instructions without question.

One method that works in NLP as a tool for hypnosis is anchoring. Anchoring is when a hypnotist uses something very familiar to you to bring you to that induction space where you are very suggestible. It might be a nursery rhyme, it might be a name you were called when you were younger,

or it might be a song. This works to engage your subconscious and it tricks you into thinking you are safe and allowed to be engaged in the suggestions.

Another NLP –based method for hypnosis is the NLP Flash. The flash works by switching the reward to a punishment, or the punishment to a reward. So, if there is something that you like to do which you are trying to stop doing, like smoking cigarettes, the hypnotist will make you think about a cigarette, and then they will make you experience something very uncomfortable, like an electric shock or some other kind of physical or emotional pain. This is a very dark method and can have very deep implications.

Hypnotism can be a very strong way to persuade someone against their will. It may not be as secretive as the other methods of persuasion, but it can be used without your knowledge.

The next major method of Dark Persuasion is manipulation. Manipulation comes in many forms; what we will talk about mostly here is manipulation in interpersonal relationships. Manipulators have many methods, but some of the major ones will be discussed in the following paragraphs.

The first is putting down the other person. The manipulator often will have to be very sneaky about this technique. Obviously, if there is someone who puts you down, you will not like them and you will start to avoid them. So, the manipulator often starts out as a close friend, or a confidant. They build trust in the relationship before diving in. Then, at some point, they will start to disparage the other person in what they do, how they look, or other parts of their personality. The manipulator often knows exactly how much they can push buttons and they know how far they can go before being recognized as a manipulator. Along with their technique also comes the guilting of the other person. The manipulator makes the other person feel like they have wronged them, rather than the truth, which is that they are being tricked. They manipulator will make the person feel like they have some sort of debt to the other, so that they enter into a sort of pact where there is inequality. Ultimately, what happens is that the manipulator puts the person down, which makes them feel bad about themselves, and it makes them feel like they don’t deserve to stand up for themselves.

Another technique of manipulation is lying. Lying may be one of the more straightforward techniques of the manipulator. They will use excuses and complete fabrications to get other people to behave the way they want to. Lying is something that can start small and morph into a larger problem. The manipulator knows how to keep a person stuck in their web of illusions. Overall, they create a larger illusion of what the “truth” is. They try to create something that appears true to the manipulated person. The lies might have to do with any number of subjects. If the manipulator wants money, they might lie about how poor they are, and make themselves seem broke and desperate. If they want loyalty, they might make up lies about how important the other person is to them. If they want a job, they might lie about their experience in that field and make it sound like they are very successful. If they want sex, they might lie about a whole host of subjects.

Deception

Deception is the last major method of Dark Persuasion that we’ll talk about. Deception is similar to lying, but it has some different components. One of them is equivocation. Equivocation is when someone makes vague or ambiguous statements. The point is to make things unclear so that you are not able to point out the mistake in their logic. Deception is making things seem a certain way when they are not that way. Deception is when a person uses any tactics to help make a situation seem different than it is. Lying by omission is one example of this. Lying by omission is when a person leaves out important information for the sake of changing others’ perception of reality. Deception is done without a person’s knowledge and it is something that changes their perception of the situation without actually lying. Camouflage is another example of this a deception technique. This happens when someone is trying to hide the truth in a way that another person won’t realize that they are missing some of the necessary parts of the story. This will be used when someone is employing half-truths. Camouflage will happen when somebody is trying to hide their real name or what they do for work. Camouflaging can be conceptualized as a way hide in plain sight, in metaphoric terms. A person who is skilled in employing camouflage will be able to change their entire persona, including body language, when necessary.

One unique, more specific strategy which is often used in Dark Persuasion is the “give and take”. The give and take technique works by fitting you into a dialogue about whatever the subject matter at hand is. The “give and take” technique works because a tricks people into thinking that they are actually in an equal relationship when they are not. People tend to trust those who they engage in a back-and-forth with. They start to think that, because there is a feedback loop, they are in a relationship which is fair. This is often not the case. One way to do this is to ask for someone to do a small favor for you. Once they have done the small favor, you then require that they do something else for you. Once both of these are completed, you pay them back. This might be by doing a small favor for them. It might be by offering some kind of material response, like money. Money is one of the biggest motivators for humans living in our time. Now, by establishing this loop of the give and take, you have established a relationship.

Emotional Intelligence and Assertiveness

Emotional intelligence is really about being to be yourself and handle others in the world that you live in. In order to do this, you must think about assertiveness and how much you need to assert yourself in your life. This will be a balance, as some people will need to find out that they might assert themselves a little too much in some relationship nod that they need to back off. Others will find that they don’t assert themselves enough and that they need to be more assertive in life.

People who are easily manipulated are often not very assertive people. They tend to lack the confidence to question others and say what they mean. Being assertive means saying clearly and kindly and confidently what you really mean. The saying goes: say what you mean, mean what you say, doesn’t see it mean. This means that you should say whatever is on your mind. You should find a way to be acceptable reasonably nice to whoever is in our company, and most of the time, you should be able to find way to say something with generosity and respect to whoever is in the room. However, say what you mean, and whatever that is, that is your truth.

You must learn to speak your truth. Don’t speak someone else’s truth, they will not be able to channel yours. Don’t expect other people to speak for you. Only you know your truth, and you have the power to share it with the world or to tuck it away.

The hawk knows that it flies, at night or during the day, and it knows where it goes knows where it has been. The hawk knows a noble purpose and it does its best to be the best hawk that it can be. The beautiful thing about animals is that they are always trying to the best that they scan be, because there is no alternative in the animal kingdom.

Assertiveness means that when you have a question, you ask it. Don't let people just assume what you think, what you feel, what you want. Tell them what you feel. You are the controller of your own destiny, and you determine your own success.

Knowing Yourself is an Art

Being able to protect yourself from manipulation involves keeping knowledge of how we see the world and how we move in the world in order to be able to observe others. This is why knowing yourself is so important. It takes a lot of intuition to understand how other people see you in the world, and this can cue you into their behavior.

One way to start this is to look at system of personality, like the Enneagram or astrology, and see what lines up most with you. This can tell you about what drives you have in your personality that you might not even realize. When you are trying to find out what type of personality you are, you are engaging in a self-reflexive behavior that will help you to be a better person. If it will help you to know yourself and your intuition will be increased as a part of this.

Another way to know oneself is to participate in the art or to watch or listen to the art. A movie can tell us the story of a world. It is a way by which we understand the world. Each time that you talk, you are telling a story, whether it is in the words, or in the way that you speak the words. This can help to see yourself of the weaknesses and strengths that you have.

When you are reading a great novel, you become immersed in that book, and you get to share a little bit of the writers' world in your imagination. The writer and reader create a continuum, wherein the writer's consciousness is being followed directly by another person. They say that literature is the art that most people can actually escape their world and get into another person's consciousness.

You start to learn the characters, and you start to predict what they are about to do. Characters in the story can be compared to people you know in real life, and the book can give you ideas about your own behavior and change the world in your actions. As you go out through the story, you are experiencing a ride that is the most joyous way of expressing ourselves. This is art.

Art is a mysterious way that we participate in the world. Art has the power to incite wars and peace. It is a way that you can deeply disturb people and you can keep them happy and calm. Art (we are talking here about the art with a big A, as to mean every category of art, from dance to film to sculpture) is a way that we are in the world that lets us start a feedback loop with the world, and it becomes a source of communication with the world and with others. This is a way that we can find solace and express ourselves to the world.

Art is also a way that we immortalize ourselves. Each human is subject to the lifespan that they are given on this planet, and when you realize that your life is going to end eventually, you start to realize that the world will move on without you. This means that you might be forgotten, at least according to our primal fear. So, we try to do things to counteract this. The most primal and animal way is to have children because then you'll live on in the world through the people who you have created to carry out their own goals and happiness in the world.

Art is a way that you can do an analysis on yourself to deeper levels. Remember the Rorschach test, a way of analyzing people where we look at blobs of ink of paper and say whatever comes to mind first? Well, all art is sort of like that, as a creator and as a viewer. As a creator, when you are creating the art, you are creating the ink blob. Sometimes it is very clear what the artist is talking about. When you look at a Norman Rockwell painting, you understand the scene that he has created because he is putting you right there in a scenario that you can recognize and understand. Other times, the artist is putting you in a place where you can't understand because you aren't meant to. This kind of art can help us to explore what it feels like to other people to experience part of that world. Abstract art is not about telling you things but rather gets you to think.

Many people say that literature is the way that you can most experience another persons' consciousness, out of all of the art forms. Think about the

best book you ever read. You were so into it that you couldn’t put it down, and when you read it, you were nowhere else except in the world created by the writer. You were a citizen in his world, and there was nothing to do except to be there in the story and experience whatever was going on.

When you do this, you are experiencing a human mode called flow. Flow is when you are just in the moment, when you are only experiencing something that you are doing, like meditating, playing piano, running, driving, or something else. It is a state of focus and a state of creativity.

In order to know yourself, you have to be able to experience the extremes of life. You must have been able to understand the anger and express it. You must know when you feel angry and know what that feels like to you. You must be able to experience joy at the highest level, for this is an extremely human feat. You must be able to take deep pain and failure and also accept the beauty in life. You must be able to immerse yourself in the book and then go pay some bills that you have lying around, which is just menial work that you have to do. There are all sorts of things that you have to deal with that are big and small, and none are less important. It might seem that the small stuff is less important, and in many ways, it is, but the details are something that you can be vigilant with, and they are ways for you to let yourself really experience each part of life.

The number-one way to do this concretely every day and learn about you is journaling. You can journal every day a never write the same thing twice. Journaling doesn't have to be your homework. It can be fun, it can be creative and it can be a way to release yourself from the shackles of what binds you.

When you write about yourself, you are looking at yourself through the lens of another person, or at least not through your own. By writing about yourself, you are also able to tell your story. Let’s talk about both of these aspects of writing.

When you write about yourself, you get to look at yourself through your own eyes, but in a more objective way. Or at least, that’s the hope. When you open up the journal and start writing about yourself, and it is all negative stuff, then you should be able to tell yourself that you have a problem there. When you are writing about yourself, try to be as subjective

as possible. When you find that you are not able to do this, it might mean that you are too much up in your head.

You see, we start to develop ideas and concepts about ourselves that may or may not be true. Even if they are true, they might not be so good to dwell on. Many people have problems with invasive thoughts or automatic negative thoughts. If you are one of these people, just take your writing and see if you notice these thoughts in writing, and see if you can stop yourself and try to write out thoughts that are kinder and more accurate.

By talking about writing about ourselves in a more objective way, we can get more in touch with ourselves in terms of our real desires, goals, and ways of living. When we are in our heads, we don't get a really good idea of our perceptions vs. the world's perceptions around us. When we are all up in our heads about how we are, the world seems like a movie that we are starring in. When we write about our lives, it is a movie that you are writing. An objective perspective will let you talk about yourself as a friend rather than yourself. You can start to think of this guy or girl as a person who is closer to the world than to your own experience, and when you do that you reduce the number of feelings and thoughts that might get mixed up with the perspective. When you take out the emotions and thoughts and just go with the facts, you'll find that you can be fairer and more realistic about yourself. Some people will find that they have self-esteem issues that they need to deal with. Others will be more on the side of narcissism and they will need to learn about how to reduce their selfishness and start to think more about others.

Everyday Persuasion Techniques

The first persuasion technique that will be discussed is reframing. Reframing is a concept that is often used to help people be more positive in their lives. Rather than saying, "the glass is half empty", you can say "the glass is half full", and this will create the feeling that you are actually doing better than you think. Either way, the glass is filled with the same amount of liquid. It is just the way that you frame the situation that will manipulate people. Sometimes, you may want to make things seem more dire than they are. In that case, it might be more useful to say that the glass is actually more empty than it is full. Politicians are extremely good at this technique, and they will often use it to score political points.

The news media also uses this technique to bolster certain candidates or ideas. When something bad has happened to a candidate that they support, they will bring up all the good things about the situation. They will find some way that the bad thing is actually good for the world or for other people.

The trick here is to use language that will make something evoke certain emotions in a person. If a person is trying to make something sound worse than it is, they will often try and bring up words that have negative emotional connotations.

Another technique is mirroring. Mirroring what a person does or says can create the illusion that you have more empathy for them. It makes them identify with you and it makes it seem like you're on the same page. A person who is very skilled at this will be able to morph into a different personality around different people. Actors should be especially good at this. Mirroring is a great way to make people think that you are on their side.

False scarcity is another thing that people use to make things seem dire. False scarcity is when something is made out to be rare. People might say, "oh, a good English teacher? That's really rare in this day and age." This is just one example. Whatever the subject is, it is probably not true that there are no other options. By making it seem like there are no other options, you are starting to create the environment for the other person to say yes to whatever you want them to. False scarcity feeds into people's fear and self-preservation instincts. After all, nobody wants to be left alone or without resources.

Reciprocation can be used to create obligation. This is a trick that is used by people in tourist areas who are looking to make a few bucks. These people will do something like shine your shoes or clean your windshield, without asking you, and then will ask for money in return for the service. This is an effective technique that often works well. This is done without your request. Even if you have not asked them to shine your shoes or clean your windshield, they do it anyway. Now that they have done something for you, you feel obligated to give them something in return.

Another technique involves using timing to your advantage. When people are tired, they are more likely to be open or vulnerable to manipulation.

When people are in the hot sun, they are likely to pay more for a cold drink. It is all about the context. When people are at the movie theater, they want to partake in movie snacks like popcorn or candy. Since the movie theater is the only place that is selling these things, they will pay much more than if they were somewhere else. It is all about creating value that is based on the moment. This can be particularly helpful if you are trying to incorporate persuasion into your business plans.

Have you ever encountered a very efficient salesperson? It is likely that they shook your hand at some point in the encounter. This seems like a very small move without repercussions, but the cognitive subconscious results are actually profound. A handshake represents a closed deal. By giving you the handshake before you have actually made any kind of deal, you are already starting to associate making a deal with this person. It is a small way to persuade, but it is effective.

Which leads us to our next technique, which is physical touch. Physical touch is a very powerful thing, and it can lead to a connection which is more visceral and subconscious than conscious. Physical touch makes you think that you are close to this person. It creates a physical feedback loop that the other person will want to continue in some other way than physical touch.

And, lastly, one of the most major and effective techniques for persuasion is confidence. If you are able to speak confidently and carry yourself with the air of confidence that you need to convince someone, you will be able to persuade him or her that you are someone to follow. Try to reduce your “like”s and “Um”s in your speaking. These make you seem humble and unsure. Speaking and acting confidently can help you to appear more confident than you are.

Differentiation

Differentiation is a process that happens when we are young children. There is a lot of research out there about parenting and the early years of childhood development. This is a time when the child must establish a permanent, trusting, deep bond with the mother, and father, and then at a certain point, start to understand themselves as a different person than their parents. At the very beginning, as is the mystery of life, we are fused with

another person – literally part of another person. As we enter the world, we begin to exist independently in our own body. But that link is still there. After a while, a person learns to develop intimate relationships and also be very independent. This is what a generally well-functioning person is able to do: have very close moments of intimacy, long-term relationship with intimacy, and also be confident in oneself, able to take care of oneself, and to be able to tolerate long periods of independence.

Some people have more trouble with this than others. Parents may notice that their child's attachment is insecure or avoidant; they might recognize their child pulling g away at certain times or never wanting to be without the parent. These can be signs that the child has not developed a sufficiently mature level of differentiation.

As another example of differentiation, let's take high school as an example. High school kids tend to love fads and to go with the latest "cool" thing, whether it is a movie, music, type of shoes, or whatever else. Let's say that at a certain high school, there is a new Superman movie out. It gets out that this is the coolest movie experience of the year, and everyone "must" see it. Their peers are influencing them, and many will end up watching the movie, whether or not it is a good movie. There tends to be safety in numbers, and people inherently understand that. So, when George, a 10th grader who has exceptional taste in film, says at the lunch table that he respectfully did not enjoy the new superman movie, and is able to express his opinion calmly and with an open mind, he is demonstrating a high level of differentiation for his age.

Another thing that comes along with differentiation is honesty. It takes confidence to be honest. If you are always worried about what other people are going to think about our personal preferences and habits, you will find yourself very alienated.

The opposite of differentiation is co-dependency. This is a behavior and relationship pattern. Sometimes it is passed down through generations. It is a condition that affects your ability to have a healthy and mutually satisfying relationship. It can be known as a sort of relationship addiction. People who are co-dependent usually end up in relationships that are one-sided. These relationships may be destructive or abusive. This kind of relationship can be common in families affected by alcoholism or addiction.

Co-dependency can affect spouses, parents, siblings, friends, or co-workers. The phrase originally comes from describing the dynamics in families with addictions. You can also see this pattern, however, in families that have not experienced this. It becomes a way of being in the world.

A healthy level of differentiation is necessary in order to keep yourself from falling prey to dark manipulation. The people who have not developed this are the people who get involved in cults and schemes in which they are taken advantage of.

Chapter 3: Dark Psychology Tactics

Dark Persuasion

Dark Persuasion is a branch of Dark Psychology, and it is something that is very effective in its own way. Dark Persuasion is something that is used often. What are the principles of Dark Persuasion? The first is Brainwashing

Brainwashing is the practice of taking over someone else's capacity to think. Naturally, we all have unique thinking patterns and we all have the power to think critically about what is going on around us. Brainwashing takes away this power, and it puts that power into the hands of whoever is doing the brainwashing. Cults use this technique heavily, as it allows them to recruit and retain members. Brainwashing has many different implementations, but the principle remains the same throughout. A person is first brought into the fold of the new scenario. They are told that they matter, that they are worthy, and that they have a place to be in the new milieu. They must be separated from outside society in order to do this. The brainwashed person is convinced that this new way of thinking is a way to live better and happier. There is often a person who is the center of the brainwashing who is centered as very wise or smart. This person will be the "leader" of the cult, so to speak, and the person who is being brainwashed will start to think of this person as their new family director, so to speak.

This is all part of the breaking down of the self. In order to make sure that the person adapts and accepts this new milieu, their sense of self must be broken down. In the case of cults, this will often already have happened when the person joins. Cults look for people who are weekend by loneliness, suffering, or isolation. When a person has a good sense of self, they are less susceptive o being brainwashed. Thus, this must be attacked and broken down in order for a person to convinced that this new way of living is the best.

Brainwashing might also employ guilt as a way to convince a person that they are in the best environment. Brainwashing will have people feeling guilty about their "past lives", and they will be presented with a solution for their guilt. Guilt and shame are very powerful emotions, and people will do whatever they think will work to get away from these emotions. Guilt and

shame are what people feel when they are sad and ashamed about themselves. These negative emotions are what drive people to search out a solution, and often the solution can be manipulated by others in the form of brainwashing.

The possibility of salvation is presented by the brainwashers. The possibility of salvation comes in the form of accepting the new ideas or format of the brainwashers. It comes in the form of accepting that they can be saved by this new person or group. Leniency is presented to the person. Rather than being told that their past transgressions are something that they will never be able to escape, they are told that they are able to escape it if they reach their new goals with the brainwashing. This, obviously, feels good, and it is hard to turn away from the possibility of salvation.

Another form of persuasion is hypnosis. Hypnosis works on a few basic principles. The first is the induction. An induction is where a person is helped along to a state of suggestibility, or relaxation. This is a state wherein they are put at ease and they are made vulnerable to messaging. The person who is being hypnotized is welcomed into this vulnerable state, and it is from there when they can be persuaded. After a person is put through an induction, their defenses are broken down, and they are able to receive suggestions. The suggestions may come in many different formats.

Some people seek out hypnosis to bring themselves away from bad habits, like smoking or other addictive habits. In this format, the person would go through the initial process of induction, and then, they hypnotist will make suggestions to them about how to quit smoking and messages relating to why they shouldn’t smoke anymore. They hypnotist’s suggestion in this formula will include statements like “You don’t need to smoke. You don’t have cravings. You don’t have the social need to do it. You don’t feel pressured to do it.”, and so on. The suggestion can be in any direction, and there are very subtle ways in which a person can be suggested towards any goals. A hypnotist might use positive messaging, that might include positive feelings about the person’s self or the world.

There is the military application of this process, which is fairly well-known. Initially, the soon-to-be-soldiers enter boot camp with their heads still in the mode of being back at home. Their goals are not formulated yet, and they are used to the comforts and privacy of home. They must be broken down first in order to be able to accept the messaging of the military. They enter

boot camp and they are put through rigorous physical training and emotional damage. Their first experience in the boot camp is that everything is crazy and uncontrolled. They are given the message that they are powerless, and that everything is against them, except their fellow soldiers. They are thrust into a world that is pure chaos and evil. They are told that nothing will save them, that nothing matters except to achieve whatever goal they must work on in that very moment. This is the way that they are broken down: they must learn that they are worth nothing, that they are empty, and not valid. Then, of course, they are built back up. This is the classic formula of brainwashing and hypnosis. The first phase works as the breaking down, or the induction, of the mind. This is where people are put into a state of suggestibility. Then comes the possibility of salvation. In the military case, what will save them is the working hard and being tough, as well as bonding and working cohesively with their colleagues. The fellow soldiers, as well as the commanding officers, are the family and only friends of the soldiers. They are taught that they are worth less than dirt, unless they are work-in toward a common goal with their fellow soldiers.

What this does is ultimately create a very cohesive, well-working unit of people, who believe that they are only able to function in this environment. They know that they can do, because they are forced to be in such a terrible environment and they made it out alive. They were able to get through these terrible conditions, because they were able to rely on one another for help, and the commanding officers gave them a rest at the end of their terrible exercises. This is a great illustration of Dark Psychology at work; the military can be known as an institution which has these principles nailed down to a well-oiled machine of science and psychology.

The tactics of Dark Persuasion and Dark Psychology are used around us every day. From car dealerships, to governmental organizations, to interpersonal relationships, dark persuasion tactics are something you always have to look out for. So how do you protect yourself from being persuaded against your will? It takes some self-knowledge and exploration, but you’ll be able to unmask the dark persuader if you give it some thought. Awareness is a huge part of the journey.

First, you should try to learn about your responses in certain situations. The car dealership is a great example of this. When you go into a sales situation, you should recount your goals before entering and try to center yourself.

Then, as you enter into the battle of the sales situation, you should try and recognize your responses to the situation as challenges come up.

The dealer might try to tell you what you want. This is a common method of dark persuasion for people who are trying to sell you something. The sales person will tell you, sometimes quite literally, that you want something that they have, even if it is something that you don't need or want. When someone tells you this, what is your response? Are you able to tell them no, I don't want that? How are you able to get away from their advances?

It takes some strength of personality to pull this off, after all, persuasive people can be very difficult to go against the grain with. When the dealer tells you that they have a car that you have to have, and they start to pressure you, try to see how you feel in your body in that moment. Are you feeling grounded? If not, try and remember that you have two feet on the floor and you are there in space, standing somewhere. You are not floating above the ground. You are strong and planted in your position.

Another way to maintain groundedness is to relax. Don't let someone get all up in your face and make you feel uncomfortable. You should remember that whatever you are doing is your right and your place to be doing. You have earned it, and you have the power. When you allow your body to get uncomfortable and for stress to manifest in your body, you allow yourself to become ungrounded and uncentered, and this will lead you a lack of strength. People who are weak are more easily persuaded.

People who are grounded, strong, and centered are not easily persuaded of things which they don't believe in. People who are weak are more easily persuaded. Why is this? You can think of human relationships and cognition somewhat like a gravitational pull. A planet, or any large mass in outer space, has a certain gravitational pull, which will pull in objects with mass that are floating in outer space into its orbit. They will then be locked into orbit with the planet, and they will be connected, in a sense, to the planet. This is similar with human spirits. We are all sort of floating around, so to speak, and we get sucked into the gravitational pull of other planets and large masses. Their power and persuasiveness serves as the pull of gravity, and before you know it, we are stuck and connected to them.

This happens a lot with people who lose their family or support system. Left without people to help you out, you are easily susceptible to tricks of the mind and persuasive techniques. You should make sure that you have a positive support system to help you out if you feel that you are going up against someone who is using dark manipulation tactics.

Another important aspect of preventing yourself from being persuaded is confidence. If you have confidence in yourself that you will be able to face against someone who is trying to persuade you and come away wholly yourself, safe, and accomplishing your goals, you will be more likely to be able to do it than someone who is not confident. Confidences is something that goes against all the principles of dark persuasion. Someone using dark persuasion principles is not counting on meeting someone who is confident in their web of deceit. They are looking for the people who have no sense of self, the people who have nothing to say when you ask, “who are you?”

Intuition

Intuition is key here. Sometimes, it may be difficult to tell who is using dark persuasion techniques, whether it is for their goals or some other overarching goal of an organization, or whatever. Intuition is key to being able to detect when these techniques are being used against you. Let’s say you start a new job. It is a sales job, and you are taken to a group interview where you are asked to convince the manager that you are good for the job. Group interviews, well, they aren’t the best sign, but you are looking for a job right now and need the money, and you decide, whatever, you will go have a look. You do well in the group interview and you are selected as one of the people who will be joining the team. You start the training process and you notice that something is off. When you are participating in the training, you are shown videos and told how to operate in the company. You start to notice that some of the videos tend to denigrate the people who are being trained. You notice that people go along with it, and agree that this job is very honorable and that they should be ashamed of their past. The management then goes on to try and convince you that this job is one of the only jobs that is out there, and that this is the only job you’ll be able to get, so you better not quit. Then, you are started to be told how wonderful the benefits are, and that you might be able to make a fortune at this job if you work hard. You should pay attention to your intuition in this situation,

because it should be warning you about every single one of these persuasion tactics.

Your intuition will be able to recognize these as malevolent, because we have a natural sense of self-protection as humans. Evolutionarily, we have become accustomed to trying to protect ourselves in the wild. Before humans developed an agricultural system and modern civilization, people had to defend themselves from the pure elements of the world, which were very threatening. People had no sense of what might be happening in nature or with animals; there was no science to tell us about the weather, no books to read about the history of the world, no way to know whether it is going to snow tomorrow, or rain the next day. An earthquake could be seen as a very terrifying and mystifying event.

Through the centuries of living as an animal in the wild, humans have developed an evolutionary capacity for understanding their intuition. Intuition is something that is very hard to understand. It is not exactly thinking or cognition, it is not a feeling, it is somewhere in between. It is a gut instinct that tells you when you are being played. It can also tell you when you are experiencing true love, and when you should jump into something with your whole heart. But intuition has a great capacity to protect us. Your intuition will be going off when someone is trying to use dark persuasion techniques against you. You just need to learn how to tune into intuition.

Learning to tune into intuition might be a difficult task, but you will get there eventually. Think about times in the past when you were able to detect someone lying. Maybe you saw a little smile in their corner of their mouth, or maybe the story just didn’t add up. Whatever it was that allowed you to get some insight into their condition, that’s what intuition is. Intuition is letting yourself trust yourself to see into someone else’s soul. We all have that capacity, and in fact, we all have the capacity to read peoples’ minds. It is just something that people rarely recognize and even less often learn to develop and embrace.

Another important part of defending yourself from dark persuasion tactics is to learn how to say no. Saying no, in all its different forms, is what will save you from being put into the grinder. Sometimes saying no is putting the answer off. This is called the delay tactic. By not giving an answer in the moment, you are delaying the need to give an answer at all, and this

gives you time to think about your options and consider whether or not you are being manipulated for some purposes that are not for your best interest. This is a great tactic in situations that involve sales or personal relationships. By saying, “give me some time to think about it”, you are allowing yourself some time away from the pressure in the moment to really give some thought to the idea of if you are being true to yourself.

The delay method is a good tactic to defend yourself from dark persuasion, because much of dark persuasion tactics rely on a person being pressured in the heat of the moment. If you are able to get out of that moment, and you are able to rely on deeper thinking and a better environment that will foster relaxation and calmness, you will inevitably make a better decision regarding the task at hand.

Machiavellianism As Defense Mechanism

Another thing to consider is using Machiavellian principles to defend yourself. You should ask yourself if whatever is being presented puts you further away from your personal goals or closer to your personal goals. This will allow you to evaluate who is the winner of each situation. Remember, you should be focused on yourself in this mindset. This is not the mindset of helping people, although there are obviously many situation in which it is better to not adopt a Machiavellian mindset. If you are in a situation where you need to provide support for other people, or if you are in a situation in which you already trust the person you are encountering, the Machiavellian mindset is not appropriate. However, when you are trying to defend yourself from manipulative people or people who do not have your best interests in mind, you can lean on this mindset to help put up defenses.

The Machiavellian mindset is, at its core, selfishness. Most people think of selfishness as a negative thing. However, you should rethink this. Selfishness is a very necessary human trait. It is not something that you should employ all the time, by any means, but you should be able to use selfishness when it I appropriate. After all, in a situation where you are being challenged with dark persuasion, it is you against them. It is fight or be killed. So, in order to defend yourself, you must become selfish. Your foe in this battle does not deserve help or kindness. You are the one who deserves help and kindness from yourself. Do not give them an inch. Ask yourself what is best for you I n that moment, whether it lets the other

person down or not. Some people are so wired against this, that it becomes a challenge for them. Some people are so wired towards being a helper and a giver that standing up for themselves is very foreign and it is very different for them. You might find that this is true for your, and you will have to switch over from a mindset of a helper and pushover into someone who is self-interested and wants to help themselves.

Understand the Motive

When you can detect that you are being manipulated or persuaded, the first step is to examine what the motivation is for the manipulator. What is it that you have that they want? This could be many things, and one of the most common is money. When you are presented with a situation where you are being persuaded to do something, you should first examine the possibility of monetary gain. If it is a business that is soliciting you for time or patronage, ask yourself if you need those services, and ask if your life is better off with or without those services. If it is a charitable organization, do some research into whether they do what they say and if they should be trusted.

There are also other reasons that people might be trying to sue you. In this day and age, data is very valuable. There are many ways that people are subjected to scams that get you to provide information about what you do online or other activities. This may seem fairly benign at first, but if you look into it, you will realize that you are being taken advantage of. The way that development companies for apps and other online services work these days is that they look for ways to collect information about you. Why is this information valuable? Because it helps them to be able to target other people in their services and manipulation.

Remember, if the situation is not equitable, you are probably being manipulated. In order to unmask the dark persuader, you should be able to see why entering into some kind of agreement actually benefits you rather than the agreement being one-sided.

Get to The Root of Things

Human psychology is such that we are pointed to ignore the deeper levels of our situations so that we can survive. The will to survive is very implicit

and deep in the consciousness of a human. We have all kinds of automatic responses and habit patterns that become standard parts of our lives. We do not question them. They become ingrained in the everyday truth with which we live. So, in order to develop critical thinking and problem skills, we have to learn how to get to the root of things. This will take some introspection and you try to break down the repression and suppression of thoughts and feelings that have built up. This is not uncommon; many people have repressed ideas, thoughts, and desires, and never observe them or become aware of them. Getting to the root of the problem takes determination. It takes bravery to look inside the soul this is our takes, ultimately: to look inside the soul. If you can trust your instincts, you will be able to think critically and solve problems at the deepest level. If you put a band-aid on the wound, you will treat the symptom but not the cure. In order for us to understand the nuance that exists in most of our interpersonal and personal problems, we must be able to detach from emotion and look at ourselves with pure determination.

This requires us not to get distracted by petty or unreasonable desires. When we are faced with a problem, we must ask ourselves: are we really getting down to the underlying causes? Take for example the case of Ben, an eighth-grader at Higgins Middle School. Ben is a smart kid, and has a great head on his shoulders. However, he has developed some behavioral problems. He seems to have gotten stuck in a scenario where his only friends are ones who cause trouble. They cause the distraction of other students, disruption in class, and vandalize parts of the school without getting caught. Ben is not a bad kid; he likes excitement and adventure, and these activities provide him with a sense of challenge and excitement. He takes on these rule-breaking activities and uses his sense of critical thinking to get away with it. His teachers try to tell Ben to stay away from these friends, because they are a bad influence on him. They punish him for being distracting. Ben is given detention once a week for the next three months. What the teachers are thinking is that if they use behavioral modification to try and punish the boy for bad behavior he will learn the rules and want to avoid the behaviors. What they are ignoring, however, is that Ben has family troubles at home, and not experiencing the sense of stability he needs. This is getting to the root of the problem. The problem is not the symptom behaviors that come out as a result. The root of the problem is Ben’s family life. He doesn’t feel grounded in his family life, and is not able

to play the role of successful student in school, as he would like. The root of the problem here is much more important than the symptoms. Ben should be recommended to the school counselor so that he can express his feelings in a safe space. If he is able to deal with the stressors that are involved in his family life, he will be able to focus more in school.

If you are easily manipulated, you will be easily convinced that Ben's problems are whatever his teacher says they are. Why? Because they want to take the easy way out. Teachers can often be very manipulative with parents, because they want nothing less than to have to really investigate the problem. Partly because it is not their job, and partly because people tend to want to do the least amount of work possible.

Getting to the root of the problem will require you to do a lot of investigation. People will try to get in your way; you must detach from emotion and try to be a neutral observer. This is where using critical thinking skills is very important, you must cut through the silliness to get to the essence of a problem the essence of a problem could be something that is totally unexpected. You must remain open to the chance that the solution you are seeking is right under your nose, or right under something else that your eyes have already crossed. Getting to the root of the problem requires persistence. How good are you at looking people dead in the eyes and disagreeing with them this will be easier for some than others.

Persistence requires knowledge to back up your claims, and it requires a confidence in your actions and a confidence in yourself as a person. Persistence can come from many things. Some parents like to encourage their kids to get involved in sports for this reason. Athletic training can sometime provide modeling and techniques to become a persistent, excelling person. So, what happens if you run into Stacy in accounting and she doesn't agree with the deadline that is perfectly reasonable and that you have the right to set? You must get to the root of the problem first, take into account all of the information that is already available. This could be experience in the past with Stacy, it could be files that you have that she has met deadlines on in the past, or it could be her emails that she had recently sent to you. Whatever data you have to gather, make sure you have compiled it and maintained an awareness of all of the information that you already have.

Chapter 4: Dark Persuasion and Defense

Neuro-Linguistic Programming, or NLP, can be defined as “the study of subjective experience”. Let’s break that down into parts, shall we? First of all, the “study” means that we are looking at something in order to understand it. Geology is the study of the earth, and so on. In order to study something like subjective experience, there must be a breadth of study methods employed. After all, studying subjective experience is a lot different than studying certain plants or animals or natural features. “Subjective experience” covers a wide swathe of human expression, thinking, feeling, and all sorts of other aspects of our existence. Subjective experience is something that each of us has, and it is almost impossible to completely understand and convey subjective experience.

For example, if there is a car crash, everyone involved, including the people on the street nearby, will have a different perspective on what happened. Let’s make up a fictional incident in order to explain what we mean. The person in the car that was traveling east will think that they got out into that intersection first. They believe, in their subjective experience, that they were the first to get into the intersection (it was a four-way stop), and thus, they had the right of way. They might describe it something like this: “I pulled up to the stop sign, checked to see if anyone was around, and I slowly pulled out into the intersection. All of a sudden, that green car came out of nowhere, and slammed into the side of my car! They must not have been paying attention.” However, when you ask the driver of the green car what happened, they say this: “I was sitting at the stop sign headed north on that same intersection, and I was sitting there for a long time. It was long enough for anyone to be able to see me. When the guy heading east came up, I assumed that he saw me, because I waited and waited. He didn’t use a blinker, and I assumed that it was safe to pull out into the intersection. I hit his car because he pulled out right in front of me!” Then, let’s ask the bystander what they saw. The bystander says, “I was watching the whole time. Neither of them stopped for the stop signs, they didn’t even slow down!”

This fictional situation demonstrates the difference in subjective experience. We all experience phenomena differently. Even if we are looking at the same event or thing, each person will have a different experience of what

actually happened, and each person will have a different perspective on what matters and how things appeared. Subjective experience, to a certain extent, is unexplainable. It is one of the great mysteries of our existence. How can we all exist on the same plane in one sense, while perceiving things so differently in our subjective experience?
NLP recognizes this, and it remains the study of the subjective experience. Another definition for NLP is that it is the study of the structure of your subjective experience, the art and science of communication, and the manual for your brain. Yet another example of a definition for NLP is the art and science of personal excellence. Art, because everyone brings their unique personality and style to what they do and this can never be captured in words or techniques. It is science, because there is a method and process for discovering the patterns used by outstanding individuals in any field to achieve outstanding results.

In 1979, Richard Bandler and John Grinder published a book called Frogs Into Princes. This book argued that great psychotherapists acted on the basis of theory, which contributed to their effectiveness and enabled rapport with clients. They gathered information on the prominent psychotherapists at the time, and they noticed that they were all using certain principles and methods that lined up quite nicely together. They hypothesized that these principles could be used as an overall guide for working towards change, and this made up the basis of their conception of NLP. NLP was the common factors in all different schools of psychology.

There are some main tenets of the theoretical basis for NLP. They will be listed below.

Experience has a structure. This just means that when we incorporate an experience into our psyche, it has a way of being there. There are patterns that we make up to incorporate our experiences and they are observable. For example, when we are kids and we have a fall that results in a scratched knee, we start to recognize that experience as something to be avoided, but also something that we experienced and were able to get over and recover from.

The map is not the territory. Different people have different patterns and ways of making up their mind about things. Different people will be looking at the same scenario and coming up with different observations about that scenario.

The mind and body are one system. Throughout history, there have been many different ways that this has been thought about. Early on, thinkers postulated that the mind was much more important than the body. In recent centuries, the body has become known to be as important as the mind in receiving information from the world and integrating our experiences.

People work perfectly. This means that people are effective at getting particular results. This doesn't mean that people are good at producing the best or healthiest outcomes for themselves, but rather that they are able to produce the same outcomes for patterns over and over again.

Individuals have all the resources that they need. This means that people have a vast reservoir of abilities. Rather than thinking about people at the surface level, you should think about what lay deep inside; people have a vast untapped amount of resources within them. Each time they have tried to solve a problem, or needed to figure something out, they add to their abilities.

There is no failure, only feedback. This saying means that failure is not something to think about as negative. Failure is just feedback. Failure will tell you what you need to do differently.

If what you're doing is not working, try something else. We constantly need to be checking in with our life strategies to see what is working and what we are doing right. If there is something that is not working, it needs to be changed. If there is something that is not working, it is okay to change it! Be flexible and adaptive.

"The Map is Not the Territory" is a common theme in NLP. By the territory, they mean the world. The world is objective, unchanging, and measurable. It is always there. The world is something that we can go check on. We can send out surveyors to see where state lines end and begin, and we can measure the depths of a lake, a river, and so on. It consists of measurable things that we can rest our hats on. The map is something that we all create for ourselves. The map in each of our minds is something that we have constructed in order to synthesize something out of our history, our experiences, and our cultural context. The maps that each person creates is limited and distorted through their past experiences and cultural context. Applied to behavioral change, the therapist's task is to understand and then work using the client's map to help them navigate a passage, both

expanding their awareness and helping them journey from their condition to a more productive space.

The maps that people make of their world are represented by five senses: visual, kinesthetic (tactile), auditory, olfactory, and gustatory. Each experience in the world informs the continual development of the map. Bandler and Grinder suggested that each of us processes the majority of the information using one primary representational system. They maintained that the best therapist matched the patient's primary representational system.

So how does this fit into Dark Persuasion? To talk about that, we must first acknowledge Dark Psychology. Dark Psychology is like the underside, the opposite of Positive Psychology. Positive psychology was created in the 1970s, by people looking to help others achieve an easier lifestyle by focusing on positives and solutions. Positive Psychology is focused on trying to bring positive energy into people's lives by centering their attention on the best parts of themselves. PP was coming out of an era of sustained optimism and successfulness. It was an era, after the World Wars, where people felt that they had everything at the tips of their fingers, that the world was sustainable and prosperous.

Fast forward to 2019. People aren't feeling so prosperous anymore, and people are starting to understand the depths of manipulation that surrounds them. People aren't feeling so positive and optimistic. Dark Psychology is the study of how people use manipulation, persuasion, and unethical principles to affect other people and get them to do their bidding.

Resisting Dark Persuasion with NLP

These strategies are often used, by marketing companies, governmental units, and in interpersonal relationships, to manipulate you and make you act a certain way. NLP can help you resist these attempts.

NLP is a way of working that will help you to realize your way of thinking about the world, and engage with that to make changes. Remember, the map is different than the world. The world remains the same, but each person has a different map of it. NLP is all about finding how you present yourself with your map of the world.

For example, people develop different coping strategies based on what they have experienced in the past and how they got through it. There can be many ways of coping; some are what is called “adaptive” and some are what is called “maladaptive”. Some are a mix of adaptive and maladaptive methods. Adaptive methods of coping are when a person finds ways to get through challenges which are healthy and propel the person closer to their authentic self. Maladaptive coping mechanisms are coping strategies which draw people away from their authentic self and are more unhealthy ways to get by. One example of an adaptive coping mechanism is creating a support structure. Let’s say that a person has a good job, and then suddenly, they are laid off. This presents a challenge to the person: they must find a new job where they can get paid and do work which fits them. An example of an adaptive coping mechanism would be if this person reaches out to friends, family, and acquaintances for help. This is a strategy that the person has employed that will help them to build connections. An example of a maladaptive coping mechanism would be if this person depends on drugs to get them through this difficult time. The reason that this is maladaptive is that it will help them in the short term, by taking away the feelings of sadness or frustration that comes along with the situation. However, they start to build a dependence on drugs for treating their feelings, and eventually, they will have to find other ways to cope, as the drug use becomes unsustainable.

NLP is all about analyzing your past coping mechanisms and other patterns and being able to work in that context. You can only work in the context that works for you; if you try to use other people’s strategies for dealing with challenges, you will find that you can’t quite make it work.

NLP is the study of how language is connected to mental programming. Each of us tells a story when we talk. We have developed our own individualized language, which is what we created from our experiences as a person. Creating our own way of communication is one of the most unique parts of humans.

Each person has a language all to themselves. It is the way in which they use the English language or whichever language that it is they speak. When one person says a word, they might mean something completely different than another person. This can be seen in regional differences. People in the northern united states have certain patterns of speaking and people in the

southern united states have another completely different pattern of speaking. Then, beyond that, there are cultural differences. In certain cultures, people speak less directly about things. Certain phrases are learned to be sued to refer to specific phenomenon. Learning to communicate clearly can be useful, but it is also very important to learn how to communicate within the milieu of differ cultures and different people's perspectives. You must learn how to analyze someone's speaking patterns in order to benefit from NLP.

This is a big part of NLP: creating a road map of a person's language. It is by using their own language that you can change their mind, or realize when you are being persuaded. Think about a teacher who is coming into a class of kids for the first time. At first, they seem like a formal adult who is not "cool". However, if they learn to adapt to the kids' language, they are much more accepted. An adult who is very rigid in their language will not be as effective as a teacher who is able to pinpoint some of the key phrases in another person's language.

Humans tend to talk in stories. This is a key part of communication for nearly every person. People use stories to tell the world about what is happening. In fact, it is very rare that a person does not speak in stories. This is the way that we communicate and it's the way that we make understanding and meaning in the world. Telling stories is a very important part of NLP. In order to use NLP, you must be able to analyze and accept stories.

Let's think about this context for a moment. We'll use an example of an older woman, let's say about 65, who is telling you about her politics. You ask, "why do you support Candidate X?" She tells you "Well, back in my day, people had to work hard to support themselves, and we didn't have anything handed to us. We worked hard, we lived through hard times, and we were able to get by and create something out of nothing."

Let's analyze what she said. She didn't provide you with any concrete answer, but she provided you with a lot of information. The story is what takes place of any specific points about Candidate X. This woman has a life story that she just let you a little bit in on. You can see how the story serves as the driver for the communication, rather than the specific information.

If you were to attempt to change this lady's mind, you would have to engage with her story. Her story is a common one. It is a story that older people often have. They tell that story of changing values and changing times. When they were younger, things were different, they say. They tell you about how when they were young, people had to work very hard to accomplish things that people don't have as much work to do with these days. This story may be true for them, but that doesn't mean that it is true for everyone else. That doesn't matter. In order to persuade or engage with NLP, you will have to accept the story.

This is one of the main components of NLP: acceptance. Persuasion has a lot to do with the person feeling like they are being heard, understood, and accepted. Acceptance will make a person feel safe, and when a person feels safe, they are more likely to agree with you. Accepting and validating a person's story is the first step to being able to influence them and persuade them. If you have the chance, you should dive deeper into the story.

How would you dive deeper into this woman's story? You would bring out some of the details. Where did you grow up? What did the breadwinner of your family do for work? They might have certain associations with certain types of work. Older people will sometimes no understand the complexities of modern occupations. You can think about some of the jobs that are part of the modern economy with technological companies. There are people who work for YouTube, for example, who work solely in the field of coordinating services with online companies who provide entertainment and television programs and integrate them with Youtube's services. This is something that you can probably get a general idea of, but for this older woman, this doesn't make sense. She doesn't understand what Youtube really does, let alone with the integration of services like this means. This is part of the intergenerational gap that we are talking about.

In order to understand her and her story, you will have to engage with her on her level. You will have to learn how to use her language, and you can't expect her to know what you are talking about when you are talking in the vernacular of your current, modern day situation. First, you must try to lean into the story and learn what her roadmap of the world looks like. You both live in the same world, but she will have a drastically different view of the world.

Let’s use another example, this time with a very young person. Let’s say they are 13 years old. Imagine the type of technology that they grew up with and they feel is natural. This will be completely different than what you grew up with. The world of technology is moving so quickly that new languages and new ways of communication are constantly evolving. This young person might have adapted to several turns of phrase and styles of communication that to you might seem very foreign.

In order to convince them, you will have to understand a little bit about their world. You would have to look into what kinds of entertainment they like, if they are into sports, or music, or whatever else is relevant to that person’s world. The way that a 13-year-old in this age communicates will be very different than that of a 65-year-old. They are both living in the same world, but they have completely different maps.

This subjectivity is the basis for NLP. When you realize another person’s subjectivity, you are able to get inside their world. This is what is done by the best psychotherapists. They are able to look into a person’s psyche and begin to analyze what is going on. This takes time, and many psychotherapists will require at least a few visits before they can ensure that they can work with surety and efficiency. A person will start to show their patterns after a certain amount of time. Patters are not something that you can take hold of right away; it takes time to see how the person reacts in different circumstances and you can start to see where they have strengths and weaknesses.

Using NLP to Strengthen the Psyche

NLP is based on the techniques of psychotherapists. If you are able to engage yourself in these techniques, you will be able to work with yourself in a way that is similar to a therapist. You will, in essence, be able to become your own therapist. This is a very useful method to be able to strengthen your psyche and avoid being manipulated. You can use similar methods that a therapist might use to help reframe your thought process and analyze yourself.

There are many styles of psychotherapy, and as you try and apply the methods of NLP to yourself, it might be useful to know about the different approaches so that you can have some context for your work.

Psychoanalysis was created by Sigmund Freud in the early 20th century. Freud used free association, dream analysis, and Rorsach tests to explore the subconscious of his clients. The classic picture that we have of an early therapist- the client laying back on a couch, talking, while another person observes and takes notes – this comes from psychoanalysis. This can be useful if you feel that you need to explore the subconscious. Exploring the subconscious is necessary if you feel that you have blocks in your path that you need to navigate. Many people will find that when they try and explore their subconscious, they are surprised at what they find. Psychoanalysis is all about being nonjudgmental and accepting whatever comes up. You can look for significance in the small things – little symbols that come up, memories, phrases, whatever it is. Each of these has a meaning that you can find if you delve deeper. The mind is a deep place and the subconscious has much to offer if you dive in.

Another school of psychology is the humanistic school. This developed out of the need to add a more personable element to psychology. This is where the therapist actually started supporting clients rather than being an impartial observer. In humanism, the therapist started employing the technique of perpetual acceptance. This means that no matter how crazy seeming or harsh was the subject that the client was talking about, the therapist just accepted it. They didn't pass judgment or react in any special way. This made it so people started to realize that they had someone to talk to who would accept their deepest and darkest secrets.

Behaviorism is another major school of psychology. It has been codified into the record books as one of the most important schools of psychology, for the way that it looks at behavior through an objective lens. In behaviorism, people are expected only to draw conclusions from what they can actually observe. When you are able to observe a behavior, that can be counted as real empirical evidence.

When you are going through the techniques of NLP and attempting to apply them to your life, you should choose one of these approaches. The first approach is more appropriate if you are looking to unearth deep and subconscious secrets and habits of yours. The second approach is good if you are a person who needs more support through the process. The third approach is good if you want to stay scientific and rational throughout the process.

Persuasion in the Social Media Age

An increasing amount of attention and connection that is available to the average person has marked the social media age. Back in the late nineties, a person would create a website for themselves or for their business through traditional methods, and the technology was much less ubiquitous than it is now. A person who wanted a whole web page devoted to themselves was going to have to work to achieve that and hire people to create a website. Now, every single person can have his or her own webpage, hosted on a social media site. This becomes their website, their journal, their business page.

This is a radical shift from the beginning days of the Internet when the website was scarce, and you had to find the stuff that you liked. Now, there are a few major corporations that run the social media sites and the provide pages to everyone that wants one. These companies have worked to integrate their websites with mobile smartphones and computers so that the user can experience these websites from their mode and per a part of the action.

A few social media sites are the ones that everyone uses. So, there is pressure for you to participate in social media. Most people do it, so when a person doesn’t participate in social media, it is considered strange or out of place. Social media has become the way that we share our world with others, and tell stories. There are many viral videos and pieces of content that are shared instantly thought-out the world, and this is the power of social media. It is a place where ideas can light a fire and spread through the world in a moment’s notice.

However, what is the dark side of social media? It has created a world of covert emotional manipulation and dark persuasion, and it has created huge blocks to us actually understanding when these tactics are being used against us.

When you are present with someone, you are able to look at their face and involve yourself in a constant feedback loop with them, and you perceive their body language, and you get a real sense of what the person is like and what they are conveying to you. Text is much more limited. Text is how we communicate a lot these days, whether it is posted on social media or just text messages to friends. Text is not the same as being with a person. Digital

text is even less powerful communication than a phone call because at least with a phone call you can hear the person's voice, which is a great expression. With text communication, however, you only get whatever a person is able to write down.

This makes social media a perfect platform for persuasion and manipulation. People can make themselves seem like they have whatever characteristics that they want. They can make themselves seem pious, cool, concerned, justice-oriented, tough, or any other number of attributes. Businesses that are not legitimate can make themselves seem totally successful and real. Scams are easy to pull on the internet, especially on Facebook, Instagram, and Twitter.

The social media age has made us more afraid of being ourselves. We want to put on a certain image to the world that says the message that we think we want to be perceived as. This could be that you are cool or smart or popular. Most people want to be portrayed as attractive and successful on social media. It is the age of FOMO, or fear of missing out, and that is reflected in our behavior. The fear of missing out is the feeling that people describe when they perceive that people are having fun somewhere because of their online posts. People see the posts and think that this person has the life that they want. They feel that they are not good enough to have the type of interesting experiences that these people have, and it makes us feel bad to be ourselves and raises all sort so of issues with anxiety and coping.

Sometimes a person has the habit of separating himself or herself from whatever situation they are in by using their phone in the company of others. This makes them disconnected, and instead of truly being with the people they are with; they start to never really get a connection, and they stay to themselves. This can disrupt relationships because this person is always wanting to set something up in the future or thinking about past events, and they never spend their time in the present. This is what social media does; it takes you away from the present. It is a way to escape, and American life has always been about escapism.

There is some main pathology that seems to come from our current social media landscape, and one of the main incidences seems to be anxiety. Anxiety is a natural feeling that humans encounter. It comes from the evolutionary need to protect us from the environment and form tether humans and animals. Back when people lived just before and during the

hunter-gatherer phase, people had to protect themselves from the wild and unpredictable forces of nature. We don’t have to live like that anymore, but these anxiety impulses are still within us. This has affected the human race since the dawn of the industrial age.

Anxiety makes us more vulnerable to manipulation and persuasion, because it makes us think that we are missing something. It creates the illusion that other people have something that we want. They are able to engage us very directly, without having to go through any of the traditional channels.

When the industrial age began, humans started to become disconnected format the things that they use to make, the foods they ate, and the things that they needed to survive. Before this happened, the creation of goods was uncentralized, and this led to a completely different landscape of how we got along in the world. This was before we were able to mass-produce items and it was before we were able to make things on the incredible scale that we are now. The industrial revolution completely transformed the lives of humans in the West. Rather than being responsible for making things and feeling in touch with the land, humans now were subjected to cruel working hours, and productivity took over as the main value of the land. Previous to this, people spent time with the goods that they had and the food that they ate. People were responsible for making things for themselves and master tools in the process. The mastering of physical tools lends itself to the mastery of metaphysical tools. This disconnection can be seen now.

This disconnection between what we eat, what we use, what we do, and who we are has caused all kinds of problems in our society. We don’t grow our own food; we buy it from the store. We have never met the animal that we eat every time we buy meat. The animals live far away, and the process of butchering them is not our problem. This goes the same for other products and foods. Those tomatoes you are eating had to be picked by someone; they had to be picked and grown and taken care of. We don’t do that stuff anymore, and what this has led to is anxiety.

Anxiety is produced when we don’t feel that we have power, and we feel that we don’t know what to do. Anxiety is, to a certain extent, a natural phenomenon in humans and animals; it provides us with a safety mechanism that springs forth our fight or flight response in order to protect ourselves. In this way, anxiety is important and good. However, many people now have an imbalance in their anxiety, and they have little reason

to be afraid. However, they still feel anxious, and the level of threat that their body is telling their mind is there is really not there. This affects our interactions, our relationships, our ability to relax, and every other part of human everyday functioning. It makes us nervous, and there might be thought content that goes along with it. Worry and anxiety are closely related, but they are not the same thing. Worry is more about the thought content that comes along with anxiety. Anxiety is the physical feeling, and the worry is the thought content that you are focusing on.

What is the main thing that is missing? Real connection. This is what social media uproots. Real connections with the world are important for almost everyone in the world. While there are some parts of social media that actually do let us connect more to the world and to others, there are many aspects of it that leave us feeling disconnected and fail to ever increase our level of connection with the world. Real connection makes it so that you start to learn what actually can be trusted in the world rather than having to trust whatever shows up on your computer screen and offers you money.

However, it’s not about the technology itself. It’s about how we use technology. You can use a flower vase to display flowers or bash someone over the head. If someone is using Facebook to connect with relatives that live far anyway and they are not to visit much anymore, then that is great. In this case, social media has been able to foster a connection between families that were inconvenient or impossible before. This is great, and it is not the technology that made that happen, it was the person. However, if a person is obsessed with looking at pictures of their peers, while feeling insecure about themselves, and always checking in with their phones and never being in the present moment, then they are not using the technology well, and they will have to learn to change their behavior if they want to feel better.

Some people are able to use social media for their advantage, and others are not. Some people may find themselves wrapped up in what they read and see online and they will start to question their own lives. They will start to feel that they are empty, or that their lives are boring, or not as interesting as other peoples’. This is because they are not getting enough real human connection in their lives. It is sad to see, and the paradoxical nature of this phenomenon is such that when a craven person is trying to portray themselves to look good on social media, those who can see through it are

broadcast these images. Instead of looking good or cool, they are broadcasting their insecurities to the world.

Which, actually, doesn't sound like a bad thing. Broadcasting your insecurities to the world is something that a confident person would do. That is something that a person who doesn't give a crap about what other people thinks of them. However, there is the problem of intention. When people are making posts, they are not aware of what is going on. They are just completing the cycles in their mind. They get a dopamine hit every time they post something or get likes a post. It has a built-in reward system, and social media websites are designed to draw people in and get others ever engaged with the site.

The Smartphone has become a big problem with people on how to deal with problems of anxiety. The phone is something that we all carry around, in our pockets, in our hands, in our bras; we carry them everywhere, and no matter what we are doing, the phone has to be nearby. There are some great technological advances that have been made because of this product, and there are incredible implications for the good that the smartphone can do in the world.

However, many people are not so good at moderating their behavior when it comes to cell phones and smartphones, and they get addicted. It becomes basically a little computer that we carry around, which is capable of playing TV shows, radio, all kinds of media, as well as performing countless tasks. It can connect you to any page on the Internet. You can take a picture wherever you go.

There are so many functions that this contributes greatly to our addictions. Our addiction to the phone is always on the borderline between pathology and helpful; each person will have to learn where their lines are. A person who uses their phone too much might just have to learn to slow down a bit and be more mindful at the moment. Some people are not really able to have a good time with friends when they're hanging out, just because they are checking their phone all the time. It is a compulsive thing that they do, and it is to feel connected. Really, they are just being manipulated. They are being manipulated by the companies that run these sites, and by other people who have fallen under the spell of social media.

Chapter 5: How to Read People

Learn to Analyze Friends, Coworkers, Lovers

Learning to apply psychology to friends, coworkers, and lovers is primarily a matter of boundaries. Each person might have different interests in their possible angle of manipulation. Each of us plays different roles in our lives. In one role, we are called to be a family member. This might refer to your given or born family, or it might refer to your chosen family. “Chosen family” refers to the people who you include in your life to the closest degree. This might include friends or other people to which you have chosen to be closest. Coworkers include people who we are often required to be around. Some lucky people get to choose who they work with, but most of us are required to work with people at random. Friends are a category of people who we choose to spend our time with, mostly doing enjoyable activities. Lastly, lovers include those with whom we choose to be romantic.

For the first category, friends, we must establish the types of boundaries which we want to have when dealing with friends. Friendships should be the type of relationships that bolster your health as an overall person. Friends are people you choose to spend time with, and hopefully, you don’t choose to spend time with people who are not good for you. Often, there is a mix of positives and negatives in a friendship. You might have a friend who is annoying sometimes, but at other times, you have great fun and close connection with. It is all about maintaining that balance. Friendships can become toxic if a person is using someone else, being selfish, or not establishing a connection. Friendships should be a place of solace and connection, but you also have the right to challenge friends. You have the right to push them to be better, and you should be able to tolerate them calling you out on your negative qualities, as well. Friendships are all about balance. A good friendship is a partnership that includes connection and positive energy.

Coworkers are a little trickier, because these are not people we choose. They are mostly people we are assigned to spend time with. Some people have trouble separating their work life and their friend life, and they will have trouble acting professionally around people they like. They might try

to make things too personal at work, and they will not be able to create the type of relationship that is appropriate for work conditions. A person must have a solid support system outside of the workplace in order to have a balanced work life. Having a good relationship with coworkers means that you are able to be pleasant and nice and effective in the work place, while not asking too much of people about the intimate details of their lives. Sometimes (perhaps more often that we'd like), we have coworkers who we don't like at all. In this situation, you can let go of the possibility of being friends at all. This is okay! You can't be friends with everyone. Coworkers who we don't like are a great opportunity to grow as a person. This is a challenge for you. Will you be able to work effectively with this person, even if you don't like them? This will include the challenge of detachment. You have to tell yourself that even if this person is someone with which you don't want to spend time, you have to. This gives you the requirements to work with. You have to spend at least 20 hours a week interacting with Frank. Frank is a cranky guy who doesn't know how to laugh or have fun. Even though you are not like this, you must, to a certain extent, match Frank's mood in the moment. You must become a little more detached and less fun-loving than you usually are. In the workplace, you must learn to accommodate Frank's rigidity and bad mood. Now, this goes both ways, and Frank must learn to be at least partially pleasant, so that he is able to have a job and work with people. However, if you learn to work with people that you don't like, you will have learned a great skill. Some boundary issues in this context with our example character Frank might be that you learn not to try to engage Frank in conversation outside of work matters. When you are with him, it's all about work. This is the adjustment you will need to make. You have to just know that you are only going to get so far in the conversation, and go from there. You must just learn to say, "this person is this way, and there is no changing that."

Now, there are often other challenges in the workplace. Sometimes, people are too friendly. These are times in which you must learn to remind yourself of the purpose of the day: to get work done effectively. You can learn to draw boundaries in this arena as well. These might include cutting a conversation short and learning how to "cut people off" as they start to ramble. These boundaries might also include not sharing information about yourself. You must learn that this is okay! It doesn't mean that you are

shutting yourself off from the world. It just means that you have a good sense of boundaries.

Family is yet another category of people with whom we must figure out our relationships. In some cases, a relationship with family members is not possible or necessary. This happens in cases where people are separated from their family for whatever reason. For people who grew up with abusive parents, it can be healthy to cut out traditional family members and grow a new chosen family outside of them. However, for many people, family connections are deep and important. It connects us to our humanity, and reminds us of where we come from. Parents should help nurture and grow their children, and we should be grateful for this if our parents did a good job. At a certain point in development, we are able to relate to our parents as simply people rather than a mom and dad. There are some boundaries in this area too. Some people have parents who are very expecting and controlling, and might feel the need to draw boundaries where the parents are and aren't allowed to see or comment on their lives. This goes for other family members as well, like siblings and extended families. Again, it is all about striking a balance.

Once you have firmly established the different roles for people in your life, you can start analyzing whether or not the relationships are equitable. You might find that someone has set up the relationship to be more beneficial for them than for you. You might find that you are manipulating someone else!

Confidence and charisma are ways to both employ dark psychological tactics on others as well as protect yourself from being manipulated by others. What do you think of when you think about confidence?

Rather than focusing on the modern conception of positive psychology's confidence, let's roll back the tape of history a little bit and consider Machiavelli's style of confidence. Machiavellianism is defined as a cold and calculating ability to work for and towards your own goals, for yourself. It does not emphasize morality or empathy, and it is an essentially cynical mindset.

Why cynical? The reason that this approach can be so successful boils down to the animal nature of human beings. Essentially, we are animals who are all trying to protect ourselves. Why? There are a few reasons. Some of us are focused on being able to extend the family line through the

creation of the family. There is certainly a biological drive, and some would say a spiritual drive, to do so. Others are merely focused on the legacy of their own life, which is a worthy drive in and of itself.

Nice guys finish last. That's the mindset of Machiavellianism. It is all about strength. Cynicism helps to frame the world in a realistic way. People are out to get you and they want to stop you from accomplishing your goals. Think about it. There are not very many people who are actually just in the world. Justice is a concept that is very fluid, and it rarely is placed on the right people. The world is filled with predators, people who want to take advantage of other people. The world is filled with con artists, scams, businesses, mind control, brainwashing, and darkness.

That is not to say that there is not light in the world as well, but that's not what you have to worry about. You have to worry about being taken advantage of, you have to worry about protecting you and your family from evil. What kinds of evil? There are many kinds of pervasive evil in the world. Some of the kinds are ones that are already listed in this book. There are aloes other kinds which have not been mentioned.

Machiavellian confidence is all about looking that evil in the face, realizing that it is there for a reason, and refusing to be taken advantage of. It is all about being stronger than the enemy.

First of all, you have to actually be stronger than the enemy, whatever that looks like for you. Physical strength is not everything, but some people feel much better if they put themselves in a place where they can be stronger than most other people. This will give you the upper hand in physical altercations, and it will also set you on a plane of development that will help in your pursuit of confidence. Confidence does not have to come from physical strength, however.

Some of the greatest kings who ever existed were small, wiry, full of weakness in their physical body. What did they know how to do? They knew how to exercise their power of will. They knew how to motivate people, to get people behind them in their search for power, they knew how to drum up support and get people angry. Physical power can only take you so far. Then, you have to start thinking metaphysically.

Looking Inward

One thing that many people have to face to reach this state of confidence tis to address their unfinished business. This is not business in the conventional meaning of the word. This is business in any form, whether it comes from past relationships, things that happened, things that you have been putting off for a while, or many other things. There can be many sources for unfinished business that have to be addressed.

Some people have relationships within their family that have to be addressed. We all didn't just one day appear as adults, we had to go through the process of development that every other human did. That means having a childhood. For many people, this must be addressed in order to reach the heights of confidence that we are talking about. Childhood contains many things: memories, reasons for living, habits formed, and personality created. Many people must look back on their childhood to make sense of what happened in order to find this place of Machiavellian confidence.

Perhaps you were made to think that you have to always follow the rules when you were a child. This is how many people raise their children They raise them to think that you always have to fear and respect your elders, that you must bend your will to authority, and that you are not worthy of being an authority yourself. If this was how you were raised, you will have to address those experiences and push back against them. You must able to tell yourself that you are worthy of being an authority yourself, that you have the skill, power, and worth to be an authority in this world. You must tell that little child version of yourself that it's okay, you were told wrong, and now you are going to be powerful.

On the other hand, if you were spoiled as a child, ad told that you are already powerful, and that you already have the fear of authority, even when you had not earned it, this will be something that you will have to learn as well. Confidence doesn't come from an unfounded place. You must learn to be humbled once or twice to actually earn what is called Machiavellian confidence. You can't learn this without failing a few times. Failure is what will show you your limits. When you are shown your limits, then you must go back and redefine them.

Unfinished business might be a romantic situation in which you felt that you were left in the lurch. Go back, do some writing and personal investigation, and see what you can find in that situation to make yourself integrate the experiences. Life is all about putting together the pieces of the

puzzle that is your past. Once you put together the pieces of the puzzle, you'll be able to being yourself to a higher consciousness.

Unfinished business can be based in habits that you already have. One of them that gets a lot of people is addiction. Addiction can be to many things. Sometimes it is drugs, sometimes it is alcohol, sometimes it is just thinking.

Many people develop an addiction to drugs in order to fill some void that they have in their thinking or other parts of their life. Drugs are often a way to make up for a loss of confidence or a lack of other strength characteristics.

An addict has two elements: dependence and denial. The dependence comes from some lack that exists in their lives. The denial is the lack of strength to know what you are addicted to something. The dependence usually comes from a place of missing something. This could be love, it could be confidence, it could be closeness with others. The lack usually has something to do with childhood, and it is something that people often don't understand until they are able to process their lives later on. The addict gets into the habit of learning that they can cope with the world in this particular way.

For example, if there is a young man who grows up and goes to college and starts drinking right away in college, that is probably because he does not have the people skills or confidence to interact with others. When he was younger, he did not learn what it is like to be able to interact with other people and make friends without drinking. So, when he gets to college, he feels lost. He doesn't feel like h knows how to be himself when he is around other people he might feel that he is weird or uninteresting to the people. Whatever it is, it means that he doesn't fit in. It means that he feels that there is not a place for him. The effects of alcohol will ease this. Alcohol gives him a purpose. It greases the gears of social interaction and it lets him feel like he is able to be himself, to be loud, be confident, and express himself with whatever he wants to say.

You can see how there is a void here that has been filled with the drug experience. No matter how much you try and fill the void with that drug, it won't be fulfilled until you go back and figure out why you are missing something. That is what is known as unfinished business.

Unfinished business will keep you from being yourself. It will keep you from achieving the levels of confidence that are possible for all people. You must go back, learn, and work to achieve understanding for your past condition in order to be able to achieve the type of Machiavellian confidence that we are talking about.

Nonverbal communication is a huge part of your life, whether you realize it or not. Each time that you talk to a person, there are tons of messages that are being conveyed through the slightest body movements. When you experience this, you are just talking to the person, and you are listening to what the person is saying and you are using your mind to connect with them. However, your visual, smell, hearing, and other senses perceive tons of information that is being processed automatically.

Language is a blunt force tool. This is essentially saying that language does a pretty good job of what it purports to do, but basically is very messy and destroys a lot in the time it takes to do the job.

This might seem a little abstract at first, but once you consider the complexity and depth in the human experience, you can start to understand why it makes sense. What is language supposed to do? It is supposed to convey thoughts, ideas, concepts, and stories to other people accurately. It gives us a way to interact and puts us all on one level of communication so that we can make simple messages to each other and get by. However, language is also responsible for transmitting the most important and deep and abstract concepts. What it comes down to is the complexity of our everyday experience. How could you actually describe the flow when you're replaying basketball and making every shot? How could you really describe that in words to someone and have them actually know what you were experiencing? What about when you eat a piece of chocolate? Get broken up with? These are things that cannot be described in words, and yet we try to describe them. Sometimes it is done in ordinary conversation, sometimes it is done in art or literature.

Language is what mutes and bottlenecks our experience into what we are able to convey to other people. Language is so limited in its ability to truly share our experience with others, and it is that limitedness that makes it so that body language is so important.

Self-Realization

Self-realization is a term that comes from the humanistic school of psychology. It is a term that references the idea that each person has an authentic self-inside somewhere that can be reached through the process of understanding the self and doing work to achieve a more authentic and real you.

Humanistic psychology posits that when we are born, we start to absorb whatever is around us like a sponge. We start to learn behaviors. At first, we are an essence. We are just ourselves. It is a heady concept to think about: that when you are born, you are purely yourself, nothing else, and as you go on, you start to learn personality traits and learned behaviors. As this progresses, you get further and further way from yourself. This is not necessarily true; there could be a parental system that helps very young people to be very authentic their entire lives. However, most of us were raised by imperfect parents, and at a certain point, we learned how to cope with the world win ways that took us away from our natural selves. This is a hypothesis that is not necessarily true across the board, but it is a useful way of thinking to be able to understand the construct of the authentic self and self-realization. Self-realization is also influenced by Maslow's pyramid of needs.

The pyramid of needs is a system that describes what is the most necessary and needed parts of life. It stars with food, shelter, and the very basic necessities of life. Then, it moves into more extraneous parts of life, like work and fulfillment. At the top of the triangle is self-realization. How does this relate to Dark Persuasion and Machiavellian confidence?

In order to make it to the top of the pyramid in your life development, you will need to meet all of the previous requirements. This means learning what it is for you to have dependable, meaningful work, a love life, relationships, family, and emotional expression. All of these needs must be met, and if any of them are missing, you will be left with a weakened sense of self. A strong sense of self is what gives people the strength to go on in the world and make sense of things. People who are missing the lower parts of the triangle will find that they are more prone to being manipulated.

If we take this to the most literal level, imagine if you are starving. You live in a place where there is very little food, and it is work just to be able to eat

every day. Imagine someone comes along and says that if you join their religion or club, you will be fed every day. Of course, you will join their club, because you need food. The other parts don't matter. You don't really have a good choice here; the best choice is to join up and do whatever is required of you to be a part of the club, so that you are able to get food and water every day.

This is true for the rest of the pyramid as well. This happens to people who are lacking a family system. If you don't have a family system, you are not able to feel secure in the world. This makes people more susceptible to joining cults and other organizations that take advantage of people. Cults often prey on the weak and lonely, and they offer up a place to have family and a place where they can find support in their lives, rather than being alone. The cult uses this as a manipulation tactic to make the person think a certain way. After the cult has gained enough followers, they are able to have power. Each person adds to the leader's power. The reason that people are recruited is because e they are missing one of the levels of the pyramid of needs. Each person needs a family and a system of support, and if they don't have that, they are more easily manipulated.

So, in the grand scheme of things, you should always be working towards self-realization. This will ensure that you have a life path that is working toward your own health and success.

Communication

Let's talk for a moment about communication. Communication is a huge part of being an effective leader, and it is very important if you want to have charisma and confidence. We use words to describe things, people, feelings, attitudes, theories, philosophies, and so on. We can choose many different words to describe the same thing- and this is where the trouble often starts.

Let's say the foreman says that the shop assistant made an unfortunate decision. The union members in the shop assume he means that the assistant made the wrong decision. It is quite obvious to them that the foreman is being unfair by criticizing the assistant. The foreman counters by saying that it would be best if the men just forget the whole matter.

"forget it" is something you say to someone when you get fed up with their inability to see and accept your point of view. It is often the same as shying

“I can’t get through to you. You’re either too stupid or too stubborn to see the truth.” Yet the foreman may simply have been expressing his desire to escape from an unexpected conflict. The whole problem here was the failure by both sides to correctly interpret the relationship between the words and the reality.

Man has advanced through the use of language, but by the same token, the complexity of human language has created many of his problems. there would be less misunderstanding if each object and feeling had only one single word to describe it. This is not the case, and is suspect that we are rather glad that that is not the case. However, recognition and acceptance of this verbal communication problem is the first step in overcoming it.

Each person, object, or idea can be described by many different words, and each word might well trigger a unique response from every person to whom it is directed. This process is easy to understand if we can accept the idea of the human mind’s being much like a computer. Information can be fed into a computer and stored there for future reference. The human mind works the same way. The mind is storehouse of information and attitudes which are stockpiled there as the result of all past experiences.

Much of the information stored in the human mind may never be used; the conscious mind may not even be aware of the existence of some of the information kept in the dark recesses of the subconscious, but nevertheless it is there. When you hear the word Siberia, what comes into your mind? Bitter cold? Desolation? Chances are good that you have never actually been to Siberia, but past experiences – what you have read and heard and seen in pictures- have been stored in your mind computer. The word Siberia is fed into that computer and you respond with a mental image of the place called Siberia which is distinctly your own, and may be quite unlike that of another person.

Our failure to recognize the arbitrary relationship between the word and the object (that the word is not the thing) is made clear at one point in the novel Bread and Wine by Ignazio Silone. There is a scene in the book involving some men playing a card game called the settemezzo. In this game, the kind of diamonds is the key card and their particular kind of diamonds is worn out from handling and is easily recognizable. One of the player suggest substituting the three of spades for the card. A heated discussion erupts because of the players claims such a substitution would be impossible. He

flatly says: “The king of diamonds is always the king of diamonds. He may be filthy, torn, or have holes in him, but he’s still the king of diamonds.

We also make the mistake of thinking that words can give us certain guarantees. We assume that find-sounding word guarantees quality. You think not? If you were to drive into a strange town while on a trip, and stopping for lunch, you noticed there were but two restaurants in town, which one would you choose: Mom’s Place or Ptomaine Corners? Chances are, you would choose Mom’s Place, simply because the name seems to give you a certain guarantee.

This brings us to the definitions of connotation and denotation. The sharpest denotation would be the thing itself, the object. Since we are speaking of language, we must apply denotation to the world of words and infer that denotation is the factual language we use to describe something. Denotation is best exemplified by the dictionary definition. It is connotative language that we are most interested in because it is the language we most often use.

In order to become the type of person who is able to use their Machiavellian confidence, you must be a person who understands this material, and is able to use it for your advantage. A person with Machiavellian confidence knows how to communicate. Think about how much communication has devolved in the past couple decades. Rather than spending time writing out books and papers as previous generations did, younger people these days have less impetus than ever to engage their writing skills and actually create something that is of value. Gone, too, is the power of verbal communication. FI you visited universities in the 1970’s and 80’s, and had conversations with the students, you would notice a marked difference from the communication skills that are presented in students today. It is just a fact that social media has greatly reduced people’s capacity for strong verbal communication.

So, you, as a Machiavellian, should be able to master this realm of communication. When you say something, you should say it clearly and directly. You should say what you mean and mean what you say. You cannot be afraid to express yourself. This is what confidence is all about: expressing yourself. If you have fear about expressing yourself, you should look deeper into that fear and see where it is emanating from. Is it that you are afraid of being judged?

If it is the fear of being judged, you have to address this. Nobody's judgment can be put above your own. You must be your own god in the world. You must place your judgment above everyone else's in the entire world.

You Are What You Think

Ever heard the expression, "you are what you eat"? There is a variation on that phrase that I enjoy it goes: "You are what you think". When you think negative thoughts about yourself, you are participating in a sort of self-loathing self-fulfilling prophecy. If you are always telling yourself that you are lazy and worthless, you encourage yourself to do types f behaviors that you consider worthless or lazy. You start to think about yourself as the worst version of yourself. This is something that needs to be battled against. Positive thinking is much better for your overall health. Positive thinking will improve hour mood and attention span and even your physical health.

IT starts with a perspective change. You must think about yourself, what do I criticize about myself? Why do I criticize myself? You've go to first identify the ways I which you bring yourself down. This may be an easier process for some than others. Some people have body issues. They don't like the way they looks, or they find that they are continually putting themselves and possibly others down for their looks in its extreme, this is known as body-dysmorphic disorder. This type of person will need to learn how to do two things: The first is do decide what the want to do, and are actually capable of doing, about their looks. This could be a practice of starting to jog, or some other form of exercise. It could involve eating better. Whatever goes down, it just has to be something attainable and gentle. The second task is to let go of whatever you are holding that is negative about your appearance. You can just let that go and say, "I've been exercising lately, which is something that I can do to improve my appearance. That is enough work for me to do in this area." and forgive the rest. You've got to face that voice that is telling you look horrible and disgusting, because that voice is essentially just you. Sometimes we have bullies or abusive people in your lives, and they tell us mean things about ourselves. Often, though it is coming from our own consciousness.

Positive thinking means that you are shifting from the perspective of bleakness and gloominess and starting to acknowledge the beautiful things

that you do experience often times, it is o that there aren't beautiful experiences in our lives, but rather than we are not accessing the experiences that are right in front of us. Positive thinking means shifting just a little, fro "ugh, its dark out today and I don't want to go to work" to "its dark out today, but I am going to do my best at work and maybe take a nap afterwards." It is not all sunshine and rainbows. Positive thing should be realistic and attainable.

Confidence will be greatly strengthened when you get into positive thinking. Confidence is something that is difficult to measure and difficult to grow. It comes from deep down in the spirit, and it knows that one can be kept safe and sound by hi s or her own will. Confidence comes from self-security. If there are a bunch of things that you hold in shame, like pas experiences, or other sources of embarrassment, you will not find it easy to have confidence. To have confidence, you must let all that stuff go and admit to yourself that you are a person who is worthy of being listened to, hear, and understood, and then communicate yourself that way.

The best and most classic way to be confident is to be yourself and to own it. If you are a tall person, love that you are tall and share it with the world. If you are a short person, own it and love your shortness. There are all kinds of body traits and all kinds of people who love people with your body traits. Whatever mental or physical traits you might have insecurities about, you just have to give up on those anxieties and let go. It'll be better for you in the long run.

Motivation is extremely important to address for people with depression. Depression in large part very dependent on motivation. The lack of motivation is what drives depression, and often times this turns into a cycle of lack of motivation and negative feelings. Motivation s a nebulous concept, but we can pretty much say with confidence that when your body is healthier, you are generally more motivated. When you are spending all of your time on an addiction or in unhealthy habits, you are feeding this cycle and your motivation will be cut short. This is unfortunate, but it happens.

A big part of positive thinking is learning to self-talk about good things and also to separate yourself from the bad thoughts. You can just let yourself know that thoughts are knot real. You don't have to disprove thoughts, you can just say that they are mean or unnecessary and do away with them. Lots

of people out there pace way to much value on their thoughts, their tiny little thoughts and their content, and they spend all of there time “strategically” thinking, as to bring out some kind of satisfaction. But the satisfaction never comes.

What is helpful for this situation is to learn how to tell yourself declarations. You are not your thoughts. Your thoughts only exist in your head. Sometimes they are correct, or true, and sometimes they are not. It doesn’t matter. In either case, they do not make you up. You are not a good person or a bad person for what you think.

Chapter 6: Skills and Tools

Philosophers have long debated the different realms of the mind. Since ancient times, thinkers have discussed and written about the different parts of the psyche; there are the parts that are dedicated to love, to thinking about material things, to artisticness, to combativeness. However, to talk about the subconscious, we must talk about Freud. Sigmund Freud was one of the most important psychologists and philosophers in the history of man. He lived around the turn of the 19th century, and it was he who developed the concept of psychoanalysis.

The Subconscious in Psychology

Psychoanalysis is a method of uncovering unconscious material through various methods of applied therapy. By sitting on a couch and talking about whatever arose in the person's mind, Freud would be able to analyze that person's life and unconscious motives. Freud believed that people are driven by deep, instinctual, sexually-centered drives. He believed that our animal nature was a considerable part of our psyche, and that what we presented to the world was only a small part of the equation.

Think about an iceberg; there is a part that is visible above the water, and that is the conscious mind. What do we mean by the conscious mind? It is the part of the mind which is thinking, feeling, and expressing itself in the moment. it is the conscious source of material which is easily accessible. The top of the iceberg is the smallest part of the iceberg, however, and if you dive deeper, you can see that most of the iceberg exists underwater. This is what Freud thought about the proportionality of the human psyche. He though that most of the human psyche was not at the surface, but rather down below in the depths. Most of the unconscious was down where it was difficult to access, and he thought that people didn't really show their true selves unless they were put in a position where this material could be uncovered.

Freud called the different parts of the psyche the ego, the super ego, and the id. The Id is the part of us which is animal in nature. T is the part of us that wants to have sex, eat, and fight. It is the most primal part of humanity and it is the only part of the psyche which is within us from the very moment

that we are born. It might seem dark and scary, but it is the most natural part of us.

The Ego is the part of the psyche which is grounded in reality. It is the part which tells us what is doable and controls our reality orientation. The Ego is the part of us which “converts” the Id’s drives into behavior.

The Super Ego is the moral component to our psyche. The super ego is what tells us what is appropriate and moral in any given circumstance and it tells us what we think is okay and what we think is unacceptable.

The Id and the Ego are being engaged when people use Dark Psychology and Dark Persuasion. When a person is using these tactics, they are engaging the subconscious, which partly lives in the id and partly lives in the ego.

The subconscious mind is made up of all the memories and associations that you have, and all the experiences with different people that you have. Have you ever tired a food that you had a particularly bad reaction to, or gotten food poisoned? His happens to many people, and many of them discover that after this experience, they are no longer able to eat that food again, for many years. This is the subconscious at work. If the food in question is carrots, then you will find that the next time you encounter carrots, you will be disgusted at the thought of eating them. You will find them repulsive and unnatural. This is because your subconscious has internalized the experience of discomfort and disgust with that particular food. In reality, you know that the food will be fine in future experiences, but you are not actually able to encounter that food and engage with yourself rationally, because you have integrated that bad experience into your psyche. The subconscious is instinctual and has a great deal of animalistic qualities to it.

The subconscious is responsible for the sexual drives which we have. It is governed by the pleasure principle, which basically states that we are driven by pleasure and that pleasure is the ultimate motivator. This is why advertising works so well when it engages ideas of sexual motivation and other forms of pleasure. The old saying “sex sells” is ever prescient to this day. Think about the phenomenon of sexual attraction. You might understand consciously that you are married, and happily so, but you will still find yourself wanting to engage in sexual conduct with others, even

though you have agreed with your partner to not do so. This is the very essence of the id. It is always present, lurking, and it is the most animalistic pressure. In fact, sexuality is often part of Dark Persuasion tactics. A leader is often very attractive in physicality. This is part of charisma and it is a very effective way to engage in someone's subconscious drives.

Sexuality and other base drives are an important part of dark Persuasion. Since the dawn of time, humans have been subject to manipulation due to sexual urges. Sex and drugs have always been a way to control and manipulate a population.

Memory

Memory is a tricky thing. If two people witness an event, they will both have different accounts of that event. One person might remember it as a situation in which they were victimized. Another person might think of it as an event that was fair to all parties involved. Memory can fade and come back within a lifetime. Think about the earliest memory that you have. Undoubtedly it will be one of your childhood. Ts it a pleasant memory, or an unpleasant one? Sometimes the unpleasant memories are what stick out the most.

The mind has several different types of memory. First of all, there are the classifications of long-term memory and short-term memory. As the names would suggest, long-term memory is when you keep something in your mind for a very long time. Short-term memory is where thoughts or experiences are stored while your brain decides to file them in your long-term memory or to let go of them. Explicit memory is a type of long-term memory that will require conscious thought to bring about. This is what you are using when you try to think of your earliest memory. Implicit memory is something that you don't have to try for. This is riding a bike (if you've already learned to do so). That is something that people say never goes away. It is something that you already know how to do, and you don't have to try to do it. Ti is also the type of memory you are using when you brush your teeth or walk around. Your muscles do not have to be directed to do these things, because you already know how to do them. Autobiographical memory is your memory of how your life ahs progressed. This is something that almost everyone has, and it allows you to build a life story.

Subconscious memory is what you are using when you have a “bad feeling” about something. This is similar to intuition. These are very closely related concepts. Intuition and subconscious memory is when you are integrating memories of the past, but you don’t know when or where they are coming from, and you don’t exactly know the content of this memory. Many people use this type of memory when they are in situations that are dangerous.

This will be something you can lean on to identify instances when you are being manipulated or persuaded, brainwashed or deceived. FI you can tap into this mysterious system of the subconscious, you will be able to defend yourself. This is no easy task, and it takes a lot of trial and error and it takes experience.

Ten Ways to Train the Subconscious

Allow yourself to believe the unbelievable.

In order to change your habits or way of thinking, you must fight back against the impulse to believe that nothing can ever change. This is one thing that often gets people stuck; it is the belief that the way they are now will be the way they are forever. Banish this thought, for it will only leave you undeveloped and will keep you away from self-realization.

Give yourself the permission to be successful.

Many people have in their subconscious the belief that they can never be as successful as they want. Some people have complexes from growing up poor that tell them that they will never have enough money, and that they should always act as though having enough money will never be an option for them. There are other ways in which we keep ourselves unsuccessful, as well. Some people think that they can’t be creative, or they can’t do a certain type of job. You just have to switch this thinking, and when you find these thoughts arising from your subconscious, you can tell yourself consciously that you are capable; you are able to be successful.

Resist others’ projections.

We are all subject to the projection of others. Projection is when a person has beliefs or feelings about themselves, and they think that all other people are like them. They start to think that everyone around them is actually matching them in some sort of characteristic or habit. People will put you in a box, and expect you to act a certain way. You must allow yourself to totally reject their thoughts about you. Resist their attempts to put you in a box.

Give yourself some positive reinforcement.

The very essence of resisting Dark Persuasion is being able to understand the dark forces at work and giving yourself the opposite information. Being able to understand Dark Psychology means that you will have to engage in the darkness just a little bit. However, once you do this, you will have to balance out your energy with some positive thinking as well. If you are able to give yourself positive messages to balance out the negative darkness, you will find that you are able to overcome all manipulation and deception.

Be real about your success.

Don’t be humble. Of course, being humble is a virtue, but only up to a point. Being humble will eventually lead to your downfall. You need to stand with Machiavelli on this point, and let yourself be able to praise yourself wholeheartedly. Individualism is one of the main tenets of Western culture, and this means embracing yourself, your needs, and your way of living. Celebrate yourself. Tell yourself that you are the one who deserves success. Be real about what you have already accomplished – chances are, you have accomplished a lot.

Envision your future.

Be bold about your future. If you are always envisioning a future that is full of pain and suffering, you will probably be working toward making that real. If you are able to create a future vision for yourself that is one of success and domination, you will be much closer to creating that in reality.

Point out your own weaknesses so that you can work on them.

Your subconscious will play tricks on you. Sometimes, it will make you think that you are perfect and have no flaws, when in fact, this is not the case. Most people have one or two areas that they can work on. If you are able to point these out to yourself, you will find that you are able to morph more closely towards self-realization.

Embrace gratitude.

Embracing gratitude is all about fostering a healthy self-image, which will help you on your path to self-realization. Some people have damaged their subconscious, and they get bitter and weakened because of past failures. You must learn to resist this urge, and you must find gratitude in the world. This will make your defenses stronger and it will teach you that there are things that are worthy of your pursuit of happiness.

Identify what you want, and get it.

Stop messing around and keeping yourself from getting what you want. If you don’t know how to get it, then try and learn how to get it. If your goal is a certain career path, then ask someone if you can be his or her apprentice. If it is something you can learn on your own, do your research and start to learn how you can achieve this goal on your own. Read books, the internet, and ask other people about how they have achieved what you want to achieve.

Get rid of your attachment to the “how”.

The “how” is not important. The “how” is what keeps you from getting what you want and need. This is where judgment comes in. The subconscious will sometimes push you towards judgment, and you will find that if you have a voice that pushes you towards judgement, this will start to create a space between what you want and where you are. You should work to reduce this space as much as possible.

Remember, this is a sort of paradoxical task, because the subconscious is not something that we can readily access. You have to be able to make suggestions and observations about yourself, to yourself. You can’t directly train the subconscious. What you are doing by employing these tactics is more akin to creating an atmosphere. You create the conditions for the

garden to grow, by encouraging your subconscious to be able to grow in the ways that it can.

You should also try to keep neutral thinking in play when enacting these strategies for the subconscious. This is a self-reflexive act, and in order to complete it, you will need to separate you, the researcher, from you, the subject. That will create a problem, as it has for philosophers for thousands of years. However, there is a way to defeat this self-bias, and that is through mindful self-reflexive practices. You must be able to consider yourself as another being, rather than yourself. You must be able to consider yourself a character in a book, which you can analyze and read, rather than your own self which you need to protect.

Conclusion

Thank you for making it through to the end of *Dark Psychology Secrets* , let’s hope it was informative and able to provide you with all of the tools you need to achieve your goals whatever they may be.

The next step is to start applying these concepts to your life to be able to defend yourself when necessary.

Finally, if you found this book useful in any way, a review on Amazon is always appreciated!